



Who will win the battle  
of the game fairs? **p03**



Why the T&G Show  
was a success **p06**



Gifts galore to stock  
for Christmas sales **p32**

BRITAIN'S ONLY MONTHLY SHOOTING & FISHING TRADE PUBLICATION

DECEMBER 2015

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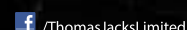
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# TACKLE & GUNS



Ragley Hall is the venue for the 58th Game Fair.



Stoneleigh Park will play host to the UK Game Fair.



## FAIR WARS

**A** battle of the game fairs has broken out, with a string of potential suitors trying to launch rival events.

At one point four ventures – spread across three consecutive July weekends – were vying to replace the CLA Game Fair, cancelled just a few weeks ago.

Although one of the interested parties – Countryman Fairs' Ian Harford – withdrew almost immediately, as T&G went to press there were rumours of two further events.

In the red corner – and the first to show its hand – is Wes Stanton and his Blaze Publishing team, who unveiled plans for the UK Game Fair at Stoneleigh Park, Warwickshire, on July 22nd to 24th, 2016.

Claiming significant industry backing already, including Eley Hawk, Viking Arms, EJ Churchill and Ruag, Wes is confident that he has a winning combination.

In the blue corner is The Game Fair 2016, dubbing itself the 58th Game Fair at Ragley Hall, Warwickshire, from July 29th to 31st.

The existing team that ran the CLA Game Fair will deliver this, overseen by director Tony Wall.

Wes says his event will attract the core Game Fair following – both in terms of exhibitors and

visitors – and put field sports back at the heart of rural events, with a focus on shooting, fishing, working dogs and rural estate management.

"It's not that the demand for the Game Fair really subsided – it was just that the CLA was no longer seen as value for money by anyone, whether the core visitor market of countryside enthusiasts and smallholders, or the core exhibitor markets of shooting, fishing, working dogs and rural estate management."

Tony Wall promised "a new, affordable pricing structure for visitor tickets and exhibitor stands, along with new membership, VIP options, camping and hospitality, enabling all to enjoy the event in their own way."

Meanwhile, alongside the BBC's Countryfile Live event – on a subsequent weekend at Blenheim Palace, Oxford – it is understood a further two groups are planning events, including Time Inc under its The Field banner.

So what do potential exhibitors think?

John Henderson, sales and marketing director at Pure Fishing UK – a main fishing sponsor and exhibitor at the CLA Game Fair for many years, said: "Given that, at this point in time, I have not had anyone contact me regarding these potential new shows, it gives me the very same fear that fishing has yet again been forgotten about or at least pushed

to one side! How can I be confident in supporting a show/s when there seems to be zero focus on fishing!

"If we are to attend any such event, I need to feel confident that the show itself will work for fishing as a whole and do what we all want it to do – which is to attract many existing anglers but, more importantly, some new ones so we can grow our sport and have a successful future!"

Richard Banbury, field sports director at Orvis UK, revealed: "I believe a single big, national event for field sports and estate management is important. It's a physical show of strength and allows us to communicate the truth about countryside management and the benefits of our way of life. Get it right and it will become an essential date in the calendar."

"Ten years ago, the CLA was a unique shopping event. It was the only place you could actually see and try all the main brands and get a show 'deal'."

"You saved your money and did much of your annual sporting needs shopping there. Now you don't."

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**John Hunter**

# All's fair in love and war?

I'll say one thing for the now-defunct CLA Game Fair – at least it brought people together and polarised opinion.

The current insanity over the string of events keen to replace the CLA show can only be divisive.

Instead of one event trying to capture that market, we have at least two (three if you include the BBC's Countryfile Live, which many in the field sports game feel will be a 'watered down' version for urban folk) and two more rumoured to be on the horizon.

How can this be good for the trade? Within days of Wes Stanton revealing his plans, Ian Harford stepped forward to offer a rival event on the SAME weekend, this time at Belvoir Castle.

Once the original Game Fair crew came forward with a plan for Ragley Hall, Ian immediately withdrew, feeling that there would be no winners in such a contest – whether that be organisers, exhibitors or, indeed, visitors.

I can understand Wes' Blaze Publishing team wanting to launch a Game Fair, especially on nearby turf at Stoneleigh Park (formerly the National Agricultural Centre). It has plenty of space, good communications, is local to his offices and he already runs smaller events in other sectors.

Equally, I get why someone as experienced as Ian sought backing for an event at Belvoir Castle, a former Game Fair venue, and I know he had some hugely

ambitious plans – but that has all gone now.

I am sure the fact that the CLA event was already in Ragley Hall's calendar would have encouraged Harry Seymour, the ninth Marquess of Hertford and Ragley's owner, to back the existing organising team to deliver again.

However, what do they know that they didn't when they ran it on behalf of the CLA? After all, the reason the CLA decided to drop its flagship event was because it had failed to make money in any of the three previous years and it could no longer ask its members to financially support it.

As *T&G* went to press, pricing for the Ragley Hall event was also clarified – with stand costs reverting to 2014 prices and tickets costing no more than £22.50 on the gate. One wonders if this will encourage more people or simply dwindle profits further?

I cannot see exhibitors shelling out for two stands on consecutive weekends at events purporting to offer a similar demographic.

At least the well-established Midland Game Fair, six weeks later, is a somewhat different animal and it has happily co-existed with the CLA for many years. You can be sure Countryman Fairs will continue working hard to ensure its longevity.

However, if other rumoured summer events also move to split the industry further I can see no victors in this game fair war, only plenty of casualties.





## POINT OF CONTACT

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### Gun Trade Association (GTA)

Tel: 01684 291868

Fax: 01684 291864

enquiries@guntradeassociation.co.uk

www.guntradeassociation.co.uk



### Angling Trades Association (ATA)

Tel: 0333 577 9970

www.anglingtradesassociation.com



### British Association for Shooting and Conservation (BASC)

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Fax: 01244 573001

enquiries@basc.org.uk

www.basc.org.uk



### Angling Trust

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admin@anglingtrust.net

www.anglingtrust.net



### Countryside Alliance

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info@countryside-alliance.org

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# Missed the T&G Show? You missed out!

If you missed this year's *T&G Trade Show*, you missed the chance to save money, make money and open new accounts.

Exhibitors and those retailers who did show up were united in their praise of another successful trade event, where suppliers showcased new and innovative products while dealers were happy to place strong orders and take advantage of terrific show-only offers.

With more than 20 new exhibitors for this year alongside some of the biggest names

in the industry, there was something for everyone, from new product awards to special promotions, prize draws to 'try-before-you-buy' opportunities, not to mention terrific discounts on a string of ranges.

Marukyu UK's marketing manager Nick Marlow summed up the mood on his stand: "The best show ever... period!"

He was not alone in his views either, as just under 500 individual retail outlets visited the 80-plus exhibiting stands.

Here's what a few of them had to say...



Ian Kenyon, John Rothery (Wholesale):

"Trade shows offer a valuable forum for the industry to come together, recognise the challenges and work together to overcome them. *T&G* offers us a very valuable opportunity to meet many of our customers face to face and listen to their comments.

"This year's show was very successful and we value the opportunity to attend. As an industry we must continue to support *T&G*, without that support the UK gun trade will lose our UK trade event."



Stewart Lister, Stewarts Angling Services (Spro and Gamakatsu):

"Thank you to you and your team for providing us with a great show. I know how tired we were just looking after our small space, arranging the whole show takes some doing and for that you have my thanks and admiration.

"For ourselves we were a little disappointed with the retail angling trade's attendance over the two days. It amazes me; all it costs is their transport and time to see so many companies. But I know the efforts that everybody went to to get them there, so the fault lies firmly with the trade.

"However, we had some quality enquiries and found ourselves extremely busy at times, hopefully most will follow through with orders and make our effort worthwhile."



Simon Pomeroy, Pallatrax Angling: "A genuinely good show for us and there was a definite improvement

on the run-up to the show with the gee-ups from DHP – it certainly made me pull my finger out!

"Not only did we scratch the pad but have picked up some serious accounts, retail and fisheries (via our Pallatrax Associated Fisheries Scheme).

"I can't give any negatives because I don't know what more you could do. I resurrected old contacts and made plenty of new, which will be invaluable and just one of the accounts we opened should cover our cost fivefold in 2016. It's always been a no-brainer for me to come but why the manufacturers and retail don't support as they should beggars belief."



David Gauthier, Treesco: "This year the show was better than last year for us. Sunday was fine but Monday was better.

"Can you book already the same stand, same space, same placement, same surface for us next year?"



Wesley Caton, Gemini Tackle: "We shall ensure that we attend the show next year after this year's success and the Gala Dinner too."

Mark Hoyer, SSP Baits: "Thanks for a very productive and well-run exhibition. We enjoyed a fantastic time meeting up with old friends and getting the SSP name across. We have managed to get pre-orders for 2016, and already have hit 40 per cent of our 2016 target. Now the real work begins. Many thanks, and put our name down for next year!"



Gill Peters, Range Right: "Thank you *T&G* for putting on a great show. We had the best show we've had in all the years we've exhibited at this event. I think, overall, visitor numbers were slightly down but the quality was there, which is all that really matters.

"For companies like mine, who don't have reps on the road, this is an invaluable platform for networking and launching new product ranges; this year we had plenty to offer and we reaped the rewards."

Emily Thomas, Omni Capital Retail Finance: "Thank you once again for another fantastic show. It is testament to the hard work of yourselves and your teams that so many retailers attended from far and wide.

"Tim has a huge stack of business cards ready to contact, and we had one person call us the following morning wanting to get the ball rolling with his finance facility! We will definitely be back again next year."







## And a word from some retailers...



Paul Devlin, Glasgow Angling Centre/Glasgow FieldSports: *"The T&G Show is a must-attend event for me. I can see so many of my suppliers in one place and I am happy to do good business here."*

Kate Pearce, Brom Sports, Hereford: *"I'm a small independent shop and I find the show very, very good for my shop. It's nice to see a lot more suppliers coming to the show this year too!"*



Darren Kirk, Pellpax: *"This year I placed the largest forward order for the new Sig Sauer range that any company in the UK has so far placed – and the deal was done at the T&G Trade Show."*



Doug Florent, Oxford Gun Company: *"As usual the T&G Show and Gala Dinner was a great day and night out. We always look forward to meeting old friends but it is a shame the whole trade does not support it after all the hard work you put in."*

## Shimano and Millards agree direction change

After 17 years Shimano and Millard Brothers have agreed to bring their business relationship in Ireland to a close.

From the start of November, Shimano Normark UK has assumed control of the Shimano brand with Ireland. Millards will continue to market Mepps, Maxima, Browning, Zebco, Owner, Robinson, Relix, Condor, Dynamite and more.

Shimano Normark UK's managing director, Gary Lee, said: "Shimano has enjoyed a strong relationship with Millards over many years and I would like to thank it for all its efforts in establishing Shimano in Ireland. We wish the company every success in the future. Shimano will continue to work closely with it through the transitional period to ensure high levels

of customer service will be maintained."

George Kelly, Millard Brothers Ireland's managing director, said: "After 17 great years representing and distributing Shimano in Ireland, Millards fully understands and appreciates the global decision taken by Shimano to deal direct and make closer ties to its core customer base.

"This is something that's been happening industry wide and not entirely unexpected. Millard Brothers will continue to distribute its many leading brands and plans are in motion to a change in direction for the future.

» If you wish to enquire about a Shimano account in Ireland please contact Graham Monteith at [GRM@shimanonormark-eu.com](mailto:GRM@shimanonormark-eu.com)

## Fair Wars

➤ Continued from page 3

"My view is we need one show, probably not run by the existing management team, unless they really understand the need for a radical change in the way the show is run and have a very profound lesson in controlling costs.

"Perhaps Wes, Ian and the current management team might just form a new company and pool their expertise to do it properly?"

Karl Waktare, boss of GMK – which has Beretta in its stable – says "he is waiting to see what else emerges before making a firm decision."

Browning UK's Andrew Stapley added: "My fears have come to fruition with everybody launching rival bids as hastily as possible – this can only spell disaster.

"At this moment I have not made any decision on

which – if any – event we will be attending. It is premature given that other parties have yet to show their hands."

Rob Fenwick, managing director at shooting ground and retailer E J Churchill, is currently considering both the UK Game Fair and the Ragley Hall event.

He said: "Having two, one week apart and only a few miles from each other is a nightmare and surely all it will do is just dilute the marketplace and both events.

"If they do both go ahead we will probably have a presence at both to show our support; this way we can make a decision on what to do the following year. I know we must support these events, as it would be a great shame not to have a fair showing off all we have to offer as an industry!"



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## Vass jets into show with wader message

Wader expert Vass usually has some unusual additions to its displays at events but the Jet Ski at this year's *T&G Show* encouraged more comment than most.

In fact, the highly tuned, freestyle Jet Ski was there to demonstrate the inspiration behind its Vass bonded seams on its breathable waders.

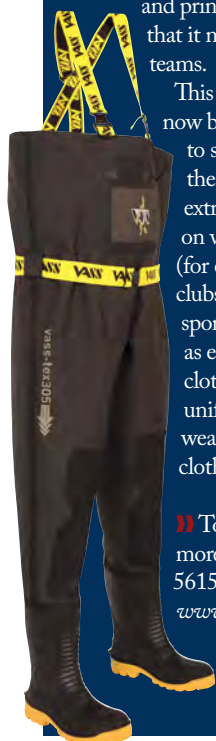
The Jet Ski has been heavily modified to cope with 18ft jumps off waves and features special reinforced bonded seams to deal with the extra loads and resist corrosion by sea water.

The Vass-Tex 305-5L heavy-duty waders also use a unique triple-bond system, which is 25 millimetres wide and is far stronger than a usual stitch-and-tape system. This all helps to make the new Vass-Tex 305 wader the toughest in its class, says the company.

Last year the innovative company showcased its high-performance race bikes to demonstrate the embroidered and printing clothing that it makes for race teams.

This service has now been offered to stockists for them to provide extra printing on waterproofs (for example clubs, teams and sponsors) as well as embroidered clothing for uniforms, team wear and resale clothing.

» To find out more, call 01908 561560 or visit [www.vass-tex.com](http://www.vass-tex.com)



# Fulling Mill offers flies direct to the end user

Fly and fly fishing supplier Fulling Mill has unveiled a new website that will not only make ordering easier for dealers but will also offer products for direct sale to anglers.

The Surrey-based company believes that the direct approach will not adversely affect its retail buyers, with no price incentives to buy from the site, clear links to the customer's nearest dealer and advance notice to retailers of any discontinued ranges.

The firm will also be releasing a new dealer pricing structure, realigning wholesale prices to make them more competitive for dealers, offering a 'double your money' option on flies and an additional two per cent incentive for online retailer orders.

New managing director Rick Bowles, who has taken over from William Landale – who is now working on opening up new markets for the brand – believes the moves will benefit everyone.



He explained: "Fulling Mill is growing and we are currently implementing an exciting new development programme across the whole business.

"We are doubling our manufacturing capacity, increasing our stock holdings and refreshing our product lines. These initiatives will not only ensure improved product availability but will also allow us to offer some really attractive new price points. With this new pricing model I am confident dealers will make a better return selling Fulling Mill flies.

"Part of our development programme is the launch of a

new website and will be the centrepiece of our efforts to build the Fulling Mill brand.

"End consumers who visit the site will be able to place an order directly with us if they wish to do so. We have decided to offer this service simply because it's what today's end consumer expects; not to do so

would increasingly frustrate the visitor to our site and ultimately damage the Fulling Mill brand.

"Throughout our planning process we have drawn key lessons from other manufacturing businesses in the tackle trade who have trodden this path before, as well as listening to a wide range of particular concerns."

» For more, call 01293 778600 or visit [www.fullingmill.com](http://www.fullingmill.com)



## Country pursuits boosted by owner

Professional sporting facilitator Cotswold Country Pursuits has been given a shot in the arm thanks to new owner Charles Densham.

Charles, a keen shot, stalker and fly angler, took over the business from Bill Field, relaunching it back in June, and is now busy growing the business, which offers field-sports clients a top experience, while working with estates to maximise their profitability.

Charles explained: "We would like our website to become the first port of call for all levels of the sporting community to easily find affordable days and courses.

"Encouraging younger groups is essential for the continuity and the continued ethical direction. We hope within the coming months to establish a number of cost-effective young gun and rod days.

"For the more experienced sportsman and sportswoman we are currently developing a number of national masterclasses with leading

field-sport instructors to further enhance their skills."

The firm's wider aim is to educate the non-sporting community to the philosophy of stalking, shooting and fishing, and its close relationship with the conservation of the countryside through novice taster days and courses, while encouraging more ladies to get involved too.

Charles added: "We now offer an increasing range of ethical and humane international game experiences. The list is growing day by day and we welcome interested parties to visit our website.

"In support of the guns, we are currently developing a national network of accredited gun-dog trainers. We would be delighted to be contacted by training professionals who wish to be included within our program."

» To find out more, call 07500 892013 or visit [www.countrypursuits.co.uk](http://www.countrypursuits.co.uk)



The 3HGR rest and other products are now in the UK.

## Viking Arms adds innovative gun rest

Gun dealers can now get their hands on a unique gun rest that doubles as a sling, thanks to a deal between a Finnish manufacturer and Viking Arms.

The shooting distributor is supplying the 3HGR gun rest/sling exclusively to the UK market, having been very impressed with the concept.

The 3HGR is a gun rest and carrying system using a tough strap that can be wrapped around a tree, pole or beam for additional shooting support. Bipod-compatible, it also doubles as a harness and safety sling.

Holly Robinson at Viking Arms said: "Viking is delighted to be representing 3HGR in the UK – being known for quality and innovative products the slings are a perfect fit to our portfolio."

"Having got to know Lauri Kakkonen over the last year, it is clear where his expertise and flair for 'working design' come from – he is simply a dynamo of ideas and energy with a true passion for hunting and a pleasure to do business with."

Lauri explained the deal came about after a chance meeting at IWA earlier in 2015, before he was invited to visit Viking Arms at the CLA Game Fair and demonstrate his products.

He said: "The team at Viking Arms really seemed to like the concept of our slings and things started to happen really fast. I knew that our slings could gain popularity in the UK because moderated rifles are really common here and our slings make carrying them a lot easier."

"When it comes to business, with a new company and, more importantly, with a new concept/product, it is really important to have a good and active distributor."

"With our product, you really have to see the demonstration and even test the product to truly realise the benefits it provides. From day one it was clear Viking Arms had the right plan and right means to make this happen and we'll give them the best support possible."

» To find out more, visit [www.vikingarms.com](http://www.vikingarms.com)

## Mal Storey sells shops

After nearly 40 years, Mal Storey has sold his two Midlands tackle shops to enjoy a well-earned retirement.

Now aged 65, Mal wanted to concentrate on his family and allow others to continue his legacy.

The Halesowen shop has been purchased by the manager, Stuart Percival, who had been there since he left school many years ago.

The sale attracted plenty of interest but Mal explained: "Since I made it known that I was set to retire this year I have had several

serious enquiries from would-be purchasers and Stuart had first chance at Halesowen and took it. Because of his loyalty to us, I have allowed him to trade on my name and his shop is now called Mal Storey Angling Centre Ltd. Other than him keeping my name I have no connection with the shop at all."

Local angler Martin Taylor and his father-in-law Roger Harrison have completed the acquisition of the Kidderminster shop, which will now be known as HT Angling.

More will follow next month.



## Finance experts in demand

Dealers are keen to get to grips with retail finance after finding out more about it at the *T&G Trade Show*.

Omni Capital Retail Finance reported a hugely successful weekend during the event, with the team inundated with enquiries from retailers from across the UK.

Some were completely new to the world of finance, while others were looking to switch credit providers and take advantage of the special rates offered to British Association for Shooting and Conservation and Angling Trades Association members.

Tim Baker of Omni Capital Retail Finance said: "Thank you to everyone who took the time to visit our stand and to the team at *Tackle & Guns* magazine – and parent company DHP – for all their hard work."

"Once again, their tireless efforts produced a show that ran like clockwork. It gave the trade the opportunity to see the latest manufacturer innovations, explore new business opportunities and hear about the exciting products we will soon be offering field sports enthusiasts in 2016."

» If you were unable to attend the show but are interested in offering your customers finance, please contact the team at Omni Capital Retail Finance who would be happy to talk you through your options at [www.omnicapitalretailfinance.co.uk](http://www.omnicapitalretailfinance.co.uk).



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## Reuben Heaton goes 'to the max'

Retailer response to new products on the Reuben Heaton stand at this year's *T&G Show* was the "best for some years" according to company director Andrew Race, who was delighted with the interest from dealers: "We had a lot of new things for retailers to see this year and a lot of preparation went into the stand and the display."

"Both Reuben Heaton and Eagle Claw saw plenty of interest over the two days. We managed to get the Reuben Heaton 2016 trade catalogue ready with just days to spare. It is the first time we have produced a single catalogue with pricing and product deals in one easy format. I think it will work well. Retailers will have all the information in one place and find ordering easier."

All four Eagle Claw brands were at this year's show for the first time, with retailers able to see both new and established products alongside prototype hooks developed as part of the ongoing Eagle Claw project.

Andrew added: "There was good interest in the new prototype Magnum carp hooks featuring Eagle Claw's patented Surgically Sharpened Technology (SST) due to be released in 2016, as well as other established patterns."

The range of specialist one-piece rods under Eagle Claw's Wright & McGill brand also generated much interest.

"Both the Skeet Reese Pro carbon and Honeycomb ranges were initially bought in for promotional purposes only," revealed Andrew, "but interest has been so strong that we now have a price list and availability dates ready for publishing."

"I was not expecting such a reaction to what is a very niche market item."

» Call 01455 293000 or e-mail [sales@reubenheaton.com](mailto:sales@reubenheaton.com).

# T&G Show attracts big orders again

Gun dealers got their first look at the latest Sig Sauer range on the Highland Outdoors stand at the *T&G Trade Show* and one dealer wasted no time in buying up as much stock as possible.

Darren Kirk, the boss of top retailer Pellpax, was so impressed with the collection on display that he purchased what has turned out to be the largest single forward order for the brand in the UK.

Highland Outdoors had only recently taken delivery of the first shipment of the latest P250, P226, MCX and MPX airguns and even had Sig Sauer's international commercial sales representative Stefan Stossier in attendance at the show to answer any questions.

Darren explained: "It transpires that this year I placed the largest



Pictured is Pellpax boss Darren Kirk (centre), flanked by Highland Outdoors' Bevin Lesueur and Ken Jarmos.

forward order for the new Sig Sauer range of MPX, MCX, P226 and P250s that any company in the UK has so far placed – and the deal was secured at the *T&G Trade Show*."

Darren is no stranger to spending big at the event – last year he was pictured placing the largest single order that Armex had ever received.

This year he also placed large

orders with Deben and John Rothery Wholesale and is a big retail supporter of the show, believing it is a vital date in the industry's calendar.

Darren added: "I think the publicity surrounding my order on the Armex stand last year helped all of us, including *T&G*, because it showed that serious business is certainly being done at the show."

## Japanese brand lured to UK by Kiddy

Specialist tackle supplier Kiddy Wholesale has been appointed the official UK distributor for top Japanese brand Nomura for 2016.

European distribution agent managing director Federico Ferrari from Italian company Lineaeffe confirmed the deal on a visit to the UK recently.

Kiddy Wholesale managing director David Kiddy (pictured right) said: "We are truly delighted to have secured this distribution agreement for the coming year."

"We have been very impressed with the superb craftsmanship of Nomura equipment and, combined with excellent price points and the use of only the best components, we have enjoyed great sales success during 2015."

"Furthermore, it is rare for a top Japanese brand to become available for sole UK distribution like this



and we did not hesitate to secure this appointment."

"We shall be providing an ongoing, very attractive dealer package combined with extensive advertising in the national press to promote what we truly believe to be some of the best lure fishing equipment available today."

Any dealers looking to find out more about the extensive Nomura range for 2016 and the packages available from Kiddy Wholesale should call 01803 293999 or e-mail [david@kiddywholesale.co.uk](mailto:david@kiddywholesale.co.uk).



## Mad time for bait firm

First time exhibitors at this year's *T&G Trade Show* Mad Baits certainly enjoyed a mad couple of days.

Not only was there a huge amount of interest in the company's product range but it also managed to open new accounts and confirmed two new rolling contracts for its boilies.

Owner Mark Leonard said: "I really can't believe how busy we were over the two days."

The business we wrote more than justified our attendance."

Mad Baits specialises in quality bait that not only catches fish but is of nutritional benefit to them. It rolls boilies from 6mm to 22mm.

» To find out more, visit [www.madbait.com](http://www.madbait.com)



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Steve Thomas with the latest Wheatley boxes.

## Adapting to a growing market

The Great British Fly Box Company is going from strength to strength and creating more products to win over retailers and buyers alike.

Proving the firm has its finger on the pulse of the trade, the latest in its line of Jack Taylor fly fishing for coarse fish products is a pike or saltwater fly wallet.

Another key item unveiled during the *T&G Trade Show* on the firm's stand was its Charles Jardine Grayling box.

Each year the company releases a limited edition, laser-engraved pictorial box and the grayling design is new for this year as part of the Richard Wheatley-branded offering.

Built on the foundation of the Richard Wheatley company, the firm is now managed by avid fly-box collector Clive Edwards, who is enjoying producing the famous brand once more, with products made in the UK, either at its Ilminster workshop or nearby.

» To find out more, call 01460 55369 or visit [www.richardwheatley.com](http://www.richardwheatley.com)



# Dealers cash in their chips with Lincoln promotion

Gun dealers held a winning hand when they visited the *T&G Trade Show*, thanks to a Las Vegas-themed casino wheel promotion run by John Rothery Wholesale.

Vegas-style showgirls were on hand to welcome retailers and help them spin a casino wheel to earn prize-draw tickets to win a Lincoln shotgun and a trip to Las Vegas.

John Rothery Wholesale customers had been sent a Bisley-branded casino chip in advance of the show, which they could use at the entrance to spin the wheel with the showgirls.

This earned them a number of tickets to enter the competition on the Rothery stand itself once they placed an order. They could choose either a Lincoln shotgun or the Las Vegas holiday draw –

or split their tickets between both.

The promotion worked really well for the company – and its retail customers – as John Rothery Wholesale's head of sales, Ian Kenyon, explained: "As part of The Big Lincoln Giveaway, we ran a light-hearted Vegas-themed promotion, giving all our customers the opportunity to spin the wheel to win a Lincoln shotgun at the show and a trip to Vegas for two lucky people.

"The promotion is proving massively successful for Lincoln and really helping retailers build awareness. Our Vegas girls seemed to be very popular too."

The winners will be drawn and notified in due course and the details will appear in a future edition of *T&G*.



## Silence for Christmas

The man behind some of the best-known sound moderators in the UK has unveiled a special version as part of a Christmas promotion.

Andrew Huggett has made a special edition of 150 moderators, which are being released in the run-up to the festive period.

It comes with the Huggett name and 2016 printed black on black into the side of the moderator,

making it even more distinctive than usual.

The products are ½in UNF size but can be easily adapted for use on most existing Huggett shrouded moderators.

So far The Airgun Centre, Blackpool Air Rifles, Ronnie Sunshines, and Solware have signed up to stock them, with more showing an interest all the time.



Although there is no premium pricing on these special items, Andrew plans to offer additional, as yet unspecified, incentives to dealers.

» To find out more, call Andrew on 01638 711627.



This 140lb Spanish catfish was caught on a 'Rattler' dumbbell.



Darren showed off his innovation at the T&G Show.

## Sound and movement for catfish

An innovative catfish 'float' has been wowing dealers at this year's *T&G Trade Show*, courtesy of CatMaster Tackle.

The firm has been enjoying success with its original hi-viz dumbbells for presenting livebaits but inventor Darren (Dazzer) Wickson was on hand during the show to explain his range of 'The Rattler' dumbbells, exclusively available from CatMaster Tackle.

The unique concept means that the dumbbell contains its own rattle system inside the watertight flotation chambers.

It works in the slightest of breezes because

all that is required is a slight movement to activate the sound chambers, to arouse those catfish to investigate what's going on.

Darren revealed that 'The Rattler' dumbbells have been extremely effective this year, producing a large number of captures, whether used with livebaits, deadbaits, fish sections, squid, worms and even pellets.

They are available in large, extra large and extra, extra large in pink, yellow and orange.

» To find out more call 01527 835534 or e-mail [tradesales@catmastertackle.com](mailto:tradesales@catmastertackle.com)

## Snowbee shaken not stirred

With the launch of the latest James Bond film, Plymouth tackle company Snowbee (UK) stole a march on its competitors earlier this year by registering the Spectre name as a trademark.

Snowbee's managing director, Russell Weston, said: "We have actually been using the Spectre name since early 2005. However, another tackle company registered the trademark later that year.

"That firm has since ceased trading and, with the 10-year registration term coming to an end in May, we took the opportunity to register the trademark, which seemed perfect timing, with the launch of the new 007 film imminent.

"We now have Spectre registered for all fishing tackle, including rods, reels, waders, clothing and bags. We hope our competitors will be shaken, if not stirred!"



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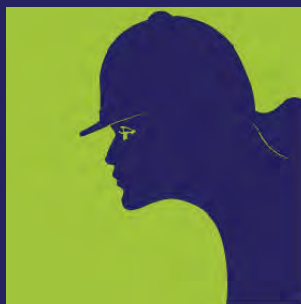
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# Barrett fired up for UK deal

American gunmaker Barrett Firearms has its sights set on more UK sales after appointing Edgar Brothers as its sole distributor for both the civilian shooting sports and military markets.

Edgar Brothers will distribute Barrett firearms to the civilian market via its Shooting Sports Division and to the military sector through its Policy and Military Division.

While Barrett's .50 BMGs are best known, the firm also produces a wide range of bolt-action rifles for target shooters and hunters. These include the MRAD, aimed at precision long-range shooters, and the

uniquely designed 98B, which offers sub MOA performance.

The Tennessee-based manufacturer was set up in 1982 when Ronnie Barrett became the first person to design and build a shoulder-fired .50-calibre rifle.

Today Barrett makes a wide selection of firearms for civilian and military use and sells into 67 countries around the world.

Derek Edgar, Edgar Brothers' managing director, added: "Taking on Barrett is a massive coup for

us; it is a superb brand for us to have on our books and one of those high-end rifle companies famed even outside of the shooting industry.

"Barrett firearms are renowned for their exceptional build quality, fatigue-reducing designs, supreme accuracy and attention to detail and we are all very excited about the company's UK market potential."

Jeff Davis, who handles international sales at Barrett,

added: "We're delighted to have signed the distribution deal with Edgar Brothers, which will really open up the UK market to us. Edgar Brothers is an extremely professional company with an incredibly good reputation in the UK shooting industry.

"As it already represents many top brands working with them it's a very good fit for us and will certainly give great exposure to Barrett firearms throughout the UK."



## Police help burgled angling charity

Cash recovered from criminals has been used to help an angling charity that had equipment stolen in a burglary.

**T&G** reported an appeal last month for help after Bolton Get Hooked On Fishing, based at Bradshaw Hall Fisheries, suffered a break-in, losing rods, reels and shelters.

Bolton divisional commander Chief Superintendent Shaun Donnellan agreed that £1,000 collected through the Proceeds of Crime Act should be handed to the charity.

Project manager Bridget Dawson said: "The money is going to be spent replacing what was stolen and repairing and getting the cabin repainted so it doesn't get rusty because some of the break-in damage has taken it back to the bare metal."

## Fly line agreement for innovative maker

Fly line manufacturer Sunray is making a range of micro-diameter lines for Scandinavian supplier ArcticSilver Innovations.

The lines mark the start of a new design and R&D partnership between Sunray's founder Tom Bell and ArcticSilver team leader Stener Skogmo, who has skills from the competition casting circuit as well as many years designing tackle and fishing for salmon worldwide.

Based in Leyland, Lancashire, Sunray is an innovative fly line company, pioneering new gains in low-diameter fly lines, making new ground in terms of core and coating science.

The company's founder, Tom Bell, revealed: "Making our micro-thin fly lines can be complex, expensive and time-consuming. There's a limit to how far science can take you

and that's when experience and instinct take over. This is where you succeed or fail.

"Sunray is excited to meet ASI head-on to add depth and shade to its innovation. Look out for the Sunray logo on ArcticSilver weight-forward and shooting-head fly lines in the years to come."

» For more, call 07507 905850 or e-mail [info@sunrayflyfish.com](mailto:info@sunrayflyfish.com)



## French lake goes Stonze-only

A popular French carp lake is to ban lead weights from next year and will only allow Pallatrax Angling's Stonze to be used.

Big-carp water Le Lac Du Peupliers said it has taken the decision following a call from the European Fishing Tackle Trade Association (EFTTA) to the industry to voluntarily ban lead-weight production.

But Adam and Whitney Winter, who run the water, said: "The interesting article concretes our decision of banning lead at Le Lac Du Peupliers next year. We will be a Pallatrax Stonze-only water from 2016.

"The Pallatrax Stonze are made from natural stone pebbles, completely non-toxic and are used by anglers as a natural part of the environment on the lake bed.

"Having read various articles and studies regarding lead contamination in carp waters, it

has been found that there can be several physiological effects on the carp – decreased movement, increased heart rate, higher blood glucose levels, effects on kidneys and intestines, increased deformities and reduced hatching success in eggs and larvae.

"This decision is key to our values here at Le Lac Du Peupliers. We aim to create the best water quality that we can provide for our carp, helped by our anglers conforming to our rules. We wouldn't accept lead-contaminated water ourselves, so why do we do this to not only carp but all fish species in our waters?"

Pallatrax Angling boss Simon Pomeroy added: "Adam and Whitney are striving to keep their water quality at its peak condition, so although it is a difficult decision to have made, fearing that some anglers will not



Pallatrax boss  
Simon Pomeroy.

fish there because they want to only use lead, they have decided that the fish, business and growth are more important than the whims of certain anglers.

"The fact that there has been

this directive (from EFTTA) is now giving a reason to 'evidence' to the anglers that this is a move for all the right reasons – bar the trade getting the hump because this change will be costly!"

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# Flying the flag for fishing and shooting

The voices of fishing and shooting were heard loud and clear by all of the major political parties during the recent conference season.

The Angling Trust and the British Association for Shooting and Conservation (BASC) joined forces to promote their respective sports through a series of receptions attended by ministers, MPs and party members.

BASC even installed a shooting simulator at the Conservative Party conference, putting 422 people – including secretaries of state Elizabeth Truss (Environment, Food and Rural Affairs), John Whittingdale (Culture, Media and Sport) and Farming, Food and Marine minister George Eustice – in front of a range of simulated targets.

Angling Trust chief executive Mark Lloyd and Head of Freshwater Mark Owen highlighted a range of issues affecting fish and fisheries which anglers want to see political action on the Conservative, Liberal Democrat and Labour conferences.

Issues included the Save Our Salmon campaign, concerns about Severn Estuary tidal lagoons, fracking, agricultural pollution and soil management and the crisis over marine fish stocks.

Former MP Martin Salter, National Campaigns Coordinator with the Angling Trust, who attended the Conservative conference said: “Our presence at the major party conferences each year is an important way of getting the message across to politicians



The Angling Trust's Mark Lloyd (right) with Liz Truss and Geoffrey Clifton-Brown MP.

and decision makers that the angling community is united, well organised and will be championing the causes of clean water, improved habitat and better conservation policies irrespective of who is currently in power.

“The fact that the Environment Secretary agreed to be our guest speaker in Manchester shows that shooting and angling are taken seriously at the top level.”

Mark Lloyd added: “With three million participants delivering four billion pounds in economic benefit and over 40,000 jobs, angling is clearly very important for the economy. It is also important for the wellbeing of millions of people, for their mental health, their

connection with the natural world and for strong communities.”

BASC chairman Alan Jarrett commented “Taking the shooting simulator to the Conservative conference has been a real breakthrough. It was wonderful to see everyone who shot leaving the simulator with a big smile, having thoroughly enjoyed the experience. This was excellent promotion of shooting to the governing party.”

While Richard Ali, BASC chief executive, said: “In the wake of the election, effective political representation for shooting has never been more important. The speakers at our events at all three major party conferences declared their parties’ support for shooting.”

## Boot firm makes direct steps

French footwear brand Le Chameau, whose boots have become hugely popular with both anglers and shooters, is to sell its products direct in 2016.

The move will see it split from LLC, part of the Bear Holding Group, which also encompasses top shooting distributor GMK.

The decision, which takes effect in March, is understood to be part of a global distribution change by owners Marwyn Management Partners as it focuses more on the boot brand and expanding into other markets alongside the shooting sector.

A company statement said: “An immediate focus of the group is to build its presence in the UK and other core European markets and put in place the operational infrastructure to support a wider expansion in the medium terms.”

Meanwhile, LLC told its dealers it would work closely with Le Chameau in the intervening months to ensure a smooth transition.

GMK and LLC director Karl Waktare reiterated that his firm would continue to supply shops until the end of February 2016 and promised it had plenty of boots in stock.

## Leica has much in store for London

Global optics brand Leica is bringing its outdoor products to the streets of London, opening a new store in the heart of the city.

The new outlet, Leica Store City, is Leica's second in London and is in the Royal Exchange in the City itself, representing an expansion of the company's retail presence.

Alongside a string of products, it will offer expert advice on a selection of the German brand's range of high-quality sport-optics products, including its Geovid HD-B and HD-R rangefinding binoculars, its premium Magnus riflescopes and the latest ER 6.5-26 x 56 LRS long-range specialist rifle scope.

Leica Camera AG is based in Wetzlar, Germany, with a second production site in Portugal, plus branch offices in England, France, Japan, Singapore, Switzerland, South Korea, Italy, Australia and the USA.

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# Bygone days



Each month **Tackle & Guns** reflects on what was happening in the trade 35 years ago. We look back to December 1980.

» Changes were unveiled after the 50/50 partnership between Daiwa Seiko and Grampian Holdings – the owner of Millard Brothers – came to an end. The news saw Daiwa Sports chief executive Archie McCunn leave the company.



» Milbro managing director Jim Moss (pictured left) presented the company's salesman of the year award to Robert Nash, who handled London and the Home Counties for the wholesaler.

» Southampton supplier Garcia Tackle took on distribution of Rimfly, Gearfly and Dragonfly reels, formerly marketed through Intrepid Sealey after that company went into receivership.

» A fast and efficient service to the trade for pistols and rifles was promised by Edgumbe Arms following work on its premises in Parkstone, Poole, Dorset.

» The Gun Trade Association was examining the possibility of running its own Gun Trade Show at the Royal Bath & West Showground in Somerset. Profits would be ploughed back into the industry itself.

» Ken Bontoft, pictured here holding a Remington 3200 special trap model, showed **T&G** around the new Hull Cartridge premises. As well as loading its own cartridges the firm custom loaded for many other names and was the UK distributor for Remington Arms.



» Bruce & Walker unveiled three additional 13ft carbon match rods, including the one pictured here, marketed under the name of matchman John Dean (below left). Jim Bruce is seen helping development.



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# Business matters



A monthly roundup of what's going on in the world of small businesses.



## Whaling scam warning

Small businesses are being warned about a new e-mail scam – dubbed 'whaling' – that targets the finance departments of SMEs.

Financial Fraud Action UK (FFA UK) says there has been a significant rise in incidents of the scam in recent weeks with several British SMEs reporting having lost sums of between £10,000 and £20,000.

In the scam, fraudsters obtain publicly available details about businesses, such as the staff names and e-mail addresses, and use software to send fake e-mails to finance staff purporting to be from senior managers.

The e-mail typically requests that an urgent payment is made outside of normal procedures, often giving a pressing reason such as the need to secure an important contract. However, the account to which the payment is made is in fact controlled by the fraudster, who quickly withdraws the funds.

The scam has been dubbed 'whaling' because it targets one specific victim, as opposed to the scattergun approach of 'phishing' fraud.



## High street closures slow

In the first six months of 2015, 2,634 shops closed on Great Britain's high streets, a rate of 14 stores a day, PwC research compiled by the Local Data Company (LDC) shows.

This is the lowest closure rate in five years and also represents the lowest levels of churn – entries and exits – on the high street since 2011 as upheaval

driven by retailers reacting to shifting customer habits starts to subside.

After reaching 16 stores per day in the first half of 2010, the rate of store closures peaked at 20 in the first six months of 2012 before steadily dropping to today's levels.

The analysis of 65,588 outlets operated by multiple retailers in 500 town centres across Great Britain found that overall volumes of activity (openings plus closures) have plummeted from a record 7,749 in the first half of 2010 to 4,831 in H1 2015.



## Positive news

SME owners are positive about business growth and thriving because they run their own businesses.

SME owners also recognised the greater flexibility (58 per cent) and the greater freedom (37 per cent) that owning a business gives them, according to a survey by AXA PPP Healthcare.

Seventy per cent of owners also said they are proud, inspired, content or fortunate to own their own business, highlighting the positive effects that having control over your working life can bring.

Glen Parkinson, SME business director at AXA PPP Healthcare, said: "The future looks bright for the UK's SMEs, which is great news for the economy because they are the backbone of our economic output."

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**PRODUCTS FEATURED:** Left to right: Marsh Jacket RRP £189.99.

Marsh Trousers RRP £124.99. Exeter Advantage Lady Jacket RRP £159.99

Exeter Advantage Lady Trousers RRP £109.99. Eton Classic Smock RRP £149.99.

Crieff Overtrousers RRP £79.99. Woodcock Jacket RRP £149.99.

Crieff Short Overtrousers RRP £74.99.

At Seeland we've worked hard to establish ourselves as a well respected, proven brand with a prominent presence in the UK shoot scene. A firm favourite with guns and beaters alike who are looking for a good product at a good price. To help boost your sales further, we constantly strive to improve innovation, quality and customer service whilst keeping unit cost low. It's what helps keep our clothing 'in season' year after year.

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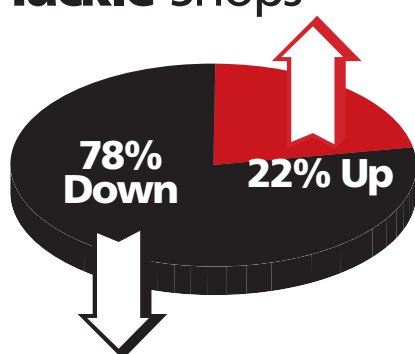
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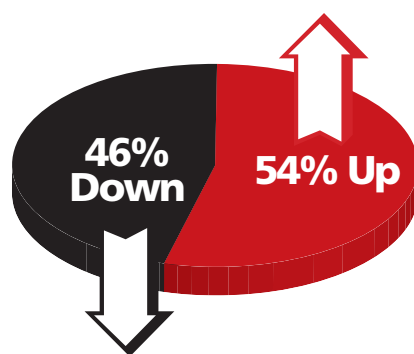
# TACKLE & GUNS

## RETAILER SURVEY

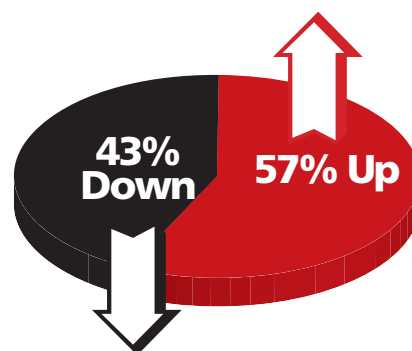
### Tackle Shops



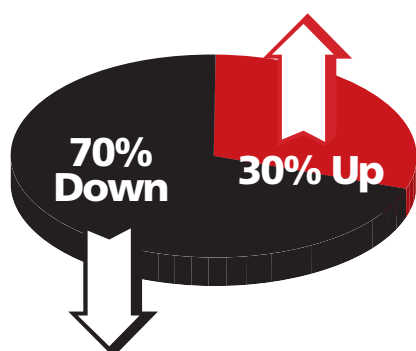
*Is footfall up or down on last month?*



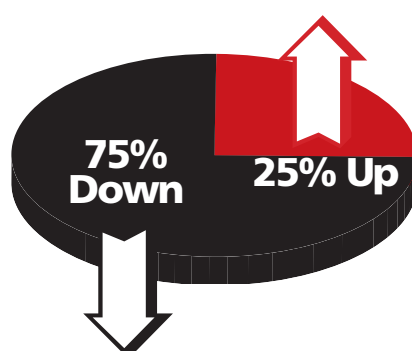
*Is your profit up or down on this time last year?*



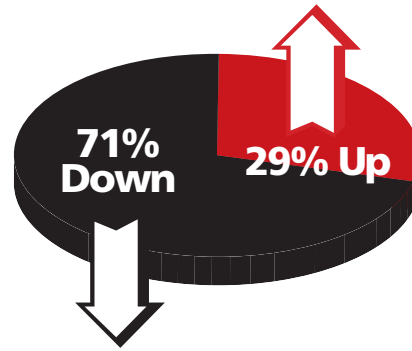
*If you sell tackle via your website, are your internet sales up or down on last month?*



*Are your overall sales up or down on last month?*



*If you sell tackle by mail order, are your mail-order sales up or down on last month?*



*Are you expecting next month's tackle sales to be up or down?*

We can only hope that retailers have enjoyed a good summer and autumn because despite unseasonably warm weather, the footfall in tackle shops has fallen dramatically in the past month (from 50 per cent to 28 per cent down).

Overall sales were also down for 70 per cent of responding retailers (51 per cent last month) although profit was up for 54 per cent of them (yet that

compares unfavourably with some 83 per cent last time out).

Mail-order sellers have seen a continued downturn (75 per cent saw a reduction in sales compared with two-thirds last time). However, a pleasing 57 per cent of respondents said business done over the internet was on the rise (up for 31 per cent).

For tackle shops selling country clothing, the figures

are mixed – 92 per cent of mail-order sellers have seen business down (eight per cent last time) but 56 per cent of internet firms (84 per cent) reported increased sales. Overall, though, country-clothing traders were buoyant for the coming month – 84 per cent were positive (86 per cent last time).

Prospects for overall tackle sales don't look great according to 71 per cent (74 per cent last month).

### Country-clothing sales in tackle shops?



Alan Paine Country Collection is proud to sponsor the **Tackle & Guns Retailer Survey**

Stylish countrywear for men and women, from hard-wearing tweeds to wax cotton and waterproofs.

Contact our sales team on 01623 415765 for more details.



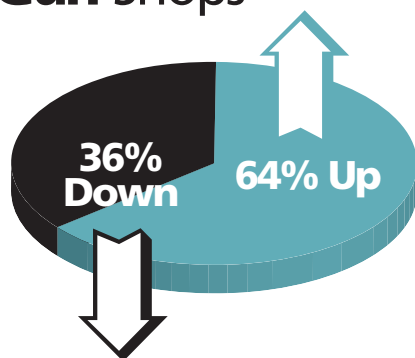
### WIN AN ALAN PAINE SHIRT!

As a thank you for taking part, we've drawn the name of one retailer from last month's respondents to win a superb Alan Paine gent's pure-cotton Ilkley shirt.

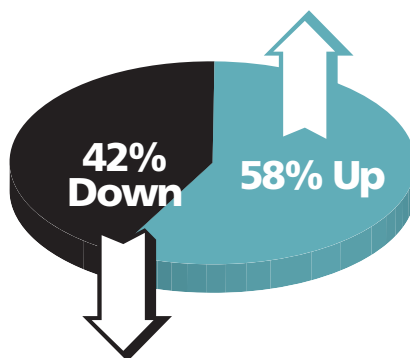
Congratulations this month to Esoteric Tackle in the Isle of Man, the shirt is on its way...



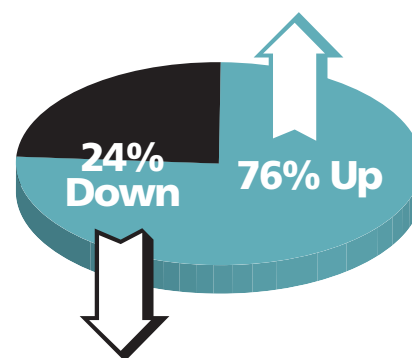
## Gun Shops



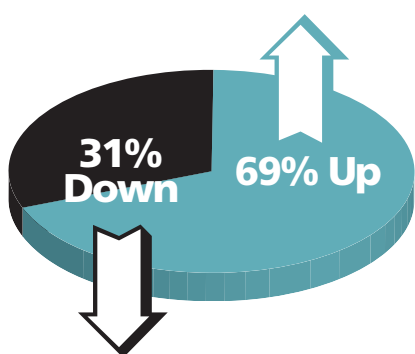
*Is footfall up or down on last month?*



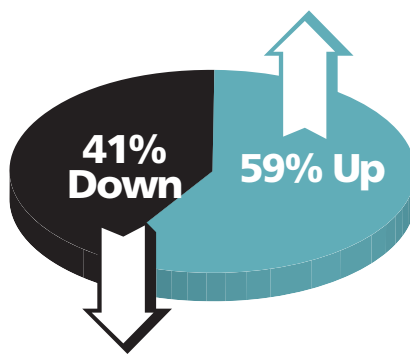
*Is your profit up or down on this time last year?*



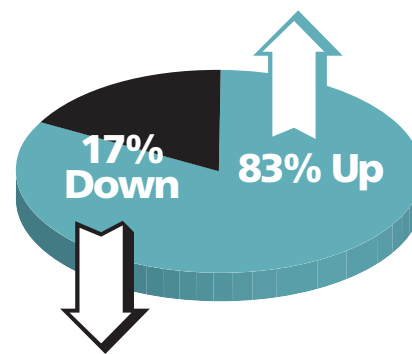
*If you sell shooting equipment via your website, are your internet sales up or down on last month?*



*Are your overall sales up or down on last month?*



*If you sell shooting equipment by mail order, are your mail-order sales up or down on last month?*



*Are you expecting next month's shooting-equipment sales to be up or down?*

Just under two-thirds of gun shops enjoyed a good month, footfall-wise, and overall, 69 per cent of those replying to this month's survey reported increased sales (but that is down from 88 per cent last time).

The slight downturn is also evident in profit year-on-year, with 58 per cent noting improved profits (three-quarters said the same last month).

Although there is still a balance of happiness from

dealers for mail order and internet trading, the former showed growth for 59 per cent of those who replied (67 per cent last time) while the latter was up for 76 per cent (68 per cent last month).

If you sold country clothing by mail order, the season is continuing in a good vein – three-quarters of those responding said sales were up – yet just 40 per cent saw internet sales growth for clothing.

With the season in full swing and the colder weather due to hit eventually, those selling into this market were generally positive about future prospects (83 per cent up, although that compares poorly to 94 per cent last month).

Meanwhile, 83 per cent of gun dealers overall are also expecting business to be brisk again next month; that's a slight decrease on last issue's 87 per cent.

## Country-clothing sales in gun shops?



*If you sell country clothing by mail order, are your country-clothing sales up or down on last month?*



*If you sell country clothing via your website, are your country-clothing internet sales up or down on last month?*



*Are you expecting next month's country-clothing sales to be up or down?*



# The right parts of the law

In this new column, Matt Perring examines transaction laws for ammunition components so that retailers can comply with the law.

**A**mmunition, in layman's terms, is considered to be a complete round (cartridge case, primer, propellant and bullet/missile). A firearm certificate automatically allows the holder to 'purchase' or 'acquire' complete rounds incorporating solid missiles in the calibres and quantities authorised.

However, since 1997, the police and Home Office have promulgated different ideas and many dealers still operate differing approaches to the transfer of expanding ammunition components.

Section 32 of the Firearms (Amendment) Act 1997 establishes the 'face to face' requirement for transfers of all firearms and ammunition. It refers to the instructions on all certificates to those transferring guns and ammunition to a certificate holder, created by the 1998 Firearms Rules.

Careful analysis of the definitions of 'firearms' and 'ammunition' are key to how far the transfer requirements of Section 32 apply to ammunition components.

Solid projectiles (bullets not 'designed or adapted' to expand on impact) are not subject to certification or these transfer procedures, so purchase quantity is not controlled. However, they must not be made into ammunition beyond the maximum quantity authorised.

## Expansion of the law

Section 57(1) of the 1968 Firearms Act defines 'ammunition' as "ammunition for any firearm and includes grenades, bombs and other like missiles, whether capable of use with a firearm or not, and also includes prohibited ammunition."

Section 57(4) further defines "prohibited ammunition" with meanings assigned by section 5(2) of this (1968) Act.

Section 9 of the 1997 Act brought expanding ammunition within Section 5(2) of the above. Various categories of prohibited ammunition are listed from explosive to armour piercing but more applicable to retailers is Section 5(1A) (f) which catches "any ammunition which incorporates a missile designed or adapted to expand on impact."

Section 5(1A)(g) was established earlier in 1992 and adds "anything which is designed to be projected as a missile from any weapon and is designed to be, or has been, incorporated in... any ammunition falling within any of the preceding paragraphs."

As such, missiles for any ammunition caught by Section 5(1A) also fall within the prohibited category within the definition of 'ammunition' and Section 32 applies the same transfer requirements as with loaded rounds of ammunition.

## Process and compliance

The authority to 'purchase' or 'acquire' expanding ammunition including such missiles is given by an additional condition on the front of the firearm certificate. This condition is only added where the requirements of Section 10 of the 1997 Act are met – a certificate holder has 'good reason' to possess and use expanding ammunition in connection with any of the four specific exempted reasons. These include shooting of deer, pests and wildlife management.

Dealers must ensure that the customer's firearm certificate has been endorsed with the relevant condition to

allow the holder to purchase or acquire expanding ammunition and missiles.

Section 32 of the 1997 Act says anyone transferring ammunition (including expanding missiles) must enter the following particulars onto the purchaser's firearm certificate: Date of the sale or transfer, name and address, quantity transferred, calibre and description of ammunition, authority to possess (firearm certificate number or RFD number), usual signature and date.

Dealers are further obliged to record the date of sale or transfer, name and address of purchaser or transferee, quantity, calibre and description of ammunition, plus the certificate number, expiry date and if you wish their issuing authority, which is optional, not law.

## Confusion

It is a firearm certificate holder's responsibility to ensure that any transaction does not put his total holding of ammunition above the maximum quantities authorised by the certificate.

As a consequence of poor legislative drafting, and despite representation from the shooting associations, the firearm certificate still states in the instructions that "the seller must be satisfied that the transaction will not place the holder of this certificate in possession of firearms and ammunition in excess of the amount authorised by this certificate."

The rules of statutory construction means the law must not create absurdities. A dealer has no way of being able to verify what ammunition is already held by the customer.

» Matt Perring is the senior firearms officer for the British Association for Shooting and Conservation. **T&G**





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**POLE FISHING**

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 Customers can buy products from multiple companies in one transaction and your portion of the sale is sent automatically to you

## COMING SOON...

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 **020 3515 0051**  **dan@nowshop.com**

**OR APPLY ONLINE AT: [www.tacklehound.com/apply](http://www.tacklehound.com/apply)**





# Buying mode for T&G Show visitors

For retailers who made the trip to this year's **T&G Trade Show** there was plenty to see – and by all accounts they were keen to buy.

**W**ith almost 500 retail outlets visiting this year's **T&G Trade Show** and hundreds of exhibitors, there was a pleasing buzz around Stoneleigh Park, Warwickshire. There were plenty of suppliers happy to open new accounts with retailers while the dealers themselves were moved to order plenty of gear, not just from regular exhibitors but from many of the newcomers too.

On these pages is a flavour of the **ONLY** trade event for the fishing and shooting industry, staged in mid-October. **T&G**



The Treesco clothing stand with the giant BSA/Game TV screen behind it.



Fox International's eye-catching stand was a major focus.



As a major bait supplier Copdock Mill reported good business during the show.



Anglo Arms is a newer shooting brand but it found favour with gun dealers.







The huge Leeda stand wowed visitors and provided a great place to see all its brands.



Newcomer Emerge Sports was kept busy with enquiries over the weekend.



MyFenix showed off its range of torches and lanterns and attracted lots of interest.



Another torch supplier, COAST, was kept busy throughout the show.



Matt Maisey (centre) welcomed buyers to his Bonart clothing stand.



Wader expert Vass had a range of other clothing and items available too.



Hydrotech returned to the show with its airgun charging systems.



# Honouring *the best*

At a glittering gala dinner on the first night of the **T&G Trade Show**, a string of awards were handed out for top products and key players in the trade.

**E**ach year, those attending the **T&G Trade Show** at Stoneleigh Park can relax and unwind at the end of the first day with a Gala Dinner at a nearby hotel, featuring food and wine, entertainment, awards and plenty of networking.

This year, alongside honours for the key industry figures, a number of awards were presented to companies for their stands at the show and the products they had launched.

The New Product Showcase was a key feature of the event itself and, crucially, retailers were invited to vote for their favourite products in a number of categories, with the winners announced during the dinner.

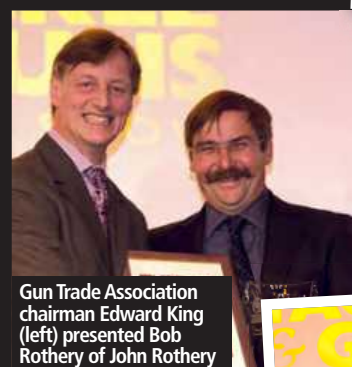
Here is the 2015 **T&G Show** roll of honour...



**Best Shooting Stand (Shell Scheme):** B A Blades. Mark Shannon (right) collects the award from editor in chief John Hunter.



**Snowbee's ED Roll-Cast fly line** was voted **Best Fishing Product Under £50** by retailers. Simon Kidd (right) received the award at the show.



**Gun Trade Association chairman Edward King** (left) presented **Bob Rothery of John Rothery (Wholesale)** with a special **Contribution To Shooting** award.



**Angling Trades Association chairwoman Naidre Werner** honours **John Pope** for his help with **National Fishing Month**.



**T&G editor in chief** honoured **Archant's airgun editor and gun trade spokesman Terry Doe** (right) for his **Lifetime Achievement in Shooting**.



**DHP managing director Sean O'Driscoll** presented the **Lifetime Achievement in Fishing** award to **Daiwa's Robin Morley** (left).



**Range Right boss Gill Peters** (right) receives the **best Shooting Product Under £50** award for its **Flip Target Cards**.



The **FX Wildcat air rifle**, distributed by **ASI**, won **Best Shooting Product Over £50**. **ASI boss Edward King** (right) was delighted.





Best Shooting Stand (Floorspace): Anglo Arms. Eddy Eliaz on his winning stand.



Ewen Steel (right) picked up the Best Clothing Product Over £50 honour for the Seeland Tarnock jacket.



A happy Scott Geens (right) of Preston Innovations collects the honour for Best Fishing Product Over £50 for the firm's Response M90 pole.



Best Fishing Stand (Floorspace): Leeda. National sales manager Richard Farman collects the award.



Best Fishing Stand (Shell Scheme): Gardner Tackle's Oliver Thomas on his successful stand.

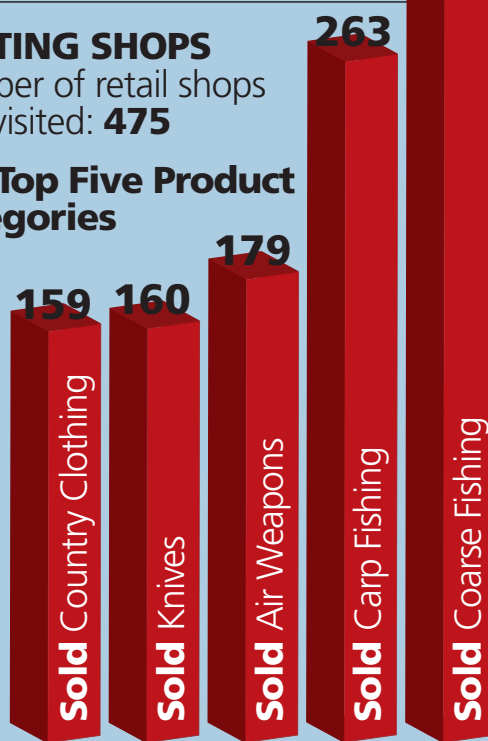


David Gauthier of Treesco (right) collected the Best Clothing Product Under £50 title for the Rambouillet hunting vest.

## VISITING SHOPS

Number of retail shops that visited: **475**

## The Top Five Product Categories



## Other categories



## WHERE THEY CAME FROM

**435** retailers came from **43** counties in England

6 came from Scotland	3 came from the Republic of Ireland
26 came from Wales	1 came from Belgium
2 came from Northern Ireland	2 came from the Netherlands



Bedfordshire	7
Belgium	1
Berkshire	4
Buckinghamshire	16
Cambridgeshire	7
Cheshire	10
Cornwall	6
Cumbria	3
Derbyshire	17
Devon	6
Dorset	7
Durham	1
East Riding	3
East Sussex	4
Essex	15
Gloucestershire	16
Hampshire	15
Herefordshire	6
Hertfordshire	10
Kent	11
Lancashire	32
Leicestershire	12
Lincolnshire	11
London	10
Middlesex	6
Netherlands	2
Norfolk	9
North East Lincolnshire	1
North Yorkshire	7
Northamptonshire	12
Northern Ireland	2
Nottinghamshire	13
Oxfordshire	12
Republic of Ireland	3
Scotland	6
Shropshire	9
Somerset	4
South Yorkshire	12
Staffordshire	14
Suffolk	4
Surrey	7
Tyne & Wear	4
Wales	26
Warwickshire	19
West Midlands	29
West Sussex	9
West Yorkshire	10
Wiltshire	11
Worcestershire	12
<b>Total</b>	<b>473</b>







# Stars

## OF THE SHOW


we're **out** there...

What were the big sellers at the **Tackle & Guns Trade Show**? Which products did buyers take a shine to? In each company's own words, here's our guide to some of the most popular items on view at Stoneleigh Park.

### Kral Puncher Rifle

The new Kral Puncher PCP offers a lot of features that one would not expect to have on a rifle at this price. Available in either .177 or .22 this side-lever operated, magazine fed air rifle has a power adjustment device which will allow the shooter to select the amount of power required pro-rata to the shooting being conducted. The stock is made of a Turkish Walnut and the barrel is threaded to accept a standard 1/2in UNF sound moderator. A side-mounted safety catch is incorporated and each rifle is supplied with a spare magazine. RRP £499.



Range Right

T: 01423 881919

E: sales@range-right.co.uk

W: www.range-right.co.uk

RANGE RIGHT LTD

### Bisley Shoot-N-Smash Chalk Targets

Chalk Targets are once again available to retailers. These targets proved very popular during the 1990s until manufacture ceased. Since then we have worked hard to find a source for these that we can sell to retail, and we are very happy to announce the return of a reliable source of Chalk Targets to retailers – the Bisley Shoot-N-Smash Targets. Box of 50 Chalk Targets, 42mm Discs: RRP £4.99.

John Rothery (Wholesale)

T: 023 9224 5350

E: sales@bisley-uk.com

W: www.bisley-uk.com

*John Rothery*  
Wholesale



## Powersolve Lmp10ah4 Camping Lamp And USB Charger

**POWER  
SOLVE**

The LMP10AH4 combined camping lamp and USB charger has high-capacity lithium cells that enable the product to provide more than 100 hours of light from the LED lamp or up to 4 full charges for a typical smartphone. Can also power a tablet PC or any other mobile electronic product using USB charging technology.



Powersolve

T: 01635 521858

E: sales@powersolvemobile.com

W: www.powersolvemobile.com

## Gamo Coyote Tactical Airgun

This phenomenally successful tactical PCP from Gamo is now available with a threaded 1/2in UNF barrel enabling the user to fix a silencer if desired. At £399 and with stunning reviews from those already using this air rifle, why wouldn't you?



**GAMO**  
Precision Airguns

BSA Guns (UK)/ Gamo UK

T: 0121 772 8543

E: enquiries@bsaguns.co.uk

W: www.gamo.com



**Daystate**  
pneumatic airguns



## Daystate Daystate Pulsar Rifle

Daystate surprised everyone in 2015 with the announcement and launch of a new electronically fired precharged air rifle. Not only that but the new rifle was in revolutionary bull-pup (short) format and featured innovations such as a built-in laser, magazine shot counter and three power levels.

Daystate

T: 01785 859122

E: office@daystate.com

W: www.daystate.com

## SSP Baits

SSP Baits enjoyed a tremendous response from the trade on the launch of their SYSTEM-X range of Performance Baits. For stocking details, great mark ups, FREE delivery, quality packaging, full shop support and information on this next generation on bait please enquire at info@sspbaits.com or check out the website at www.sspbait.com



**SSP**  
BAITS

SSP Baits

T: 01277 225111

E: info@sspbait.com

W: www.sspbait.com



John Rothery  
WholesaleH&K  
G36 .22 Rimfire Rifle

As the only G36 replica model available in the world in .22 rimfire, the H&K G36 certainly turned heads at this year's show! It is sure to be proven to be popular with tactical shooting enthusiasts and collectors alike. Manufactured exclusively by Walther Arms under licence from H&K, the G36 is available in the UK now for next-day delivery to our network of retailers.



John Rothery (Wholesale)

T: 023 9224 5350

E: sales@bisley-uk.com

W: www.bisley-uk.com

Sonik  
XTI Bivvy

SONIK®

The new flagship XTI Bivvy from Sonik has been custom built to offer the serious carp angler exceptional comfort, protection and durability in all weathers. Made from an incredibly tough Armatex material, which is fully tape sealed to provide over 20,000mm hydrostatic head waterproof protection while also being fully breathable, the XTI bivvies are true all-season shelters, designed to withstand extended use in all weather conditions. With a host of solid features and a realistic price tag, these incredible new shelter systems set a new benchmark for performance, functionality and long-term durability.



Sonik Sports

T: 01670 798910

E: sales@soniksports.com

W: www.soniksports.com

Snowbee  
Classic Neoprene Waders

2016 sees the return of the once popular budget priced Classic Neoprene Waders from Snowbee. An 'all new' cut and design, in 4mm neoprene with a new screen-printed knee pad. Available in cleated sole only there are two models: Thigh – RRP £65.99 and Chest – RRP £89.99. Sizes 6 to 13 in both, with a fuller body option (+ approx 15 per cent) on the chest waders in sizes 8 to 12 at £99.99.



Snowbee®

Snowbee UK

T: 01752 334933

E: flyfish@snowbee.co.uk

W: www.snowbee.co.uk

Brocock  
Compatto Rifle

Brocock is under new management and the first new rifle from the reinvigorated company was shown at the **Tackle & Guns Show**. The all-new Brocock features a short action, achieved by moving the trigger four inches forward, a three-step power adjuster and many other features, making this airgun one of the most exciting new arrivals this year. Expect to see it in the shops in November at a highly competitive SRP of £589.



BROCK

Download the  
app to view video or  
watch online at:  
www.tandgmagazine.com



Brocock

T: 01785 851304

E: sales@brocock.co.uk

W: www.brocock.co.uk





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# On The Market Christmas Gifts

Stocking a good selection of gifts in the run-up to the festive season is a simple way for retailers to add to their bottom line. Here are a few pointers...

**A**s always, there is a plethora of new products for those who love the great outdoors, especially in the fishing and

shooting sectors. Good advice for retailers is to think beyond your normal stock list and ensure you can offer things that are a little bit different – at a range of prices.

For those who wish to get organised, renowned field sports photographer Charles Sainsbury-Plaice has launched four countryside-themed flip-up calendars that feature his photography and that of other leading country snappers.

The spiral-bound, satin-finish calendars feature month-at-a-glance pages with extra large boxes for writing in. The A3 calendars are available in four designs – equestrian, shooting, farming and working dogs.

He also has a range of Christmas cards available with sporting themes, which would look great on any counter space.

## Lighting-up time

No-one would be disappointed with the gift of a decent torch



**SureFire's Fury torch – lighting always makes a good present.**

or lantern and today's LEDs not only give out great light but are also very power efficient. For something clever look at the P2X Fury by SureFire (from Edgar Brothers), which continually evaluates the environment and automatically adjusts light output from 15 to 600 lumens.

For hands-free use consider the alkaline-battery-powered Streamlight Baby Siege (Viking Arms), which gives a lot of illumination without taking up much space and uses easy to find AA alkaline batteries to provide 360 degrees of soft, even light that illuminates a large area.

COAST (BB Investments) also offers a comprehensive selection of torches for all requirements and at many price points and a selection of low-cost point-of-sale displays are available now too.

Shooters will always be

grateful for cleaning products and while retailers probably hold these in stock all year, why not consider bundling some together into a festive package offering great value for money?

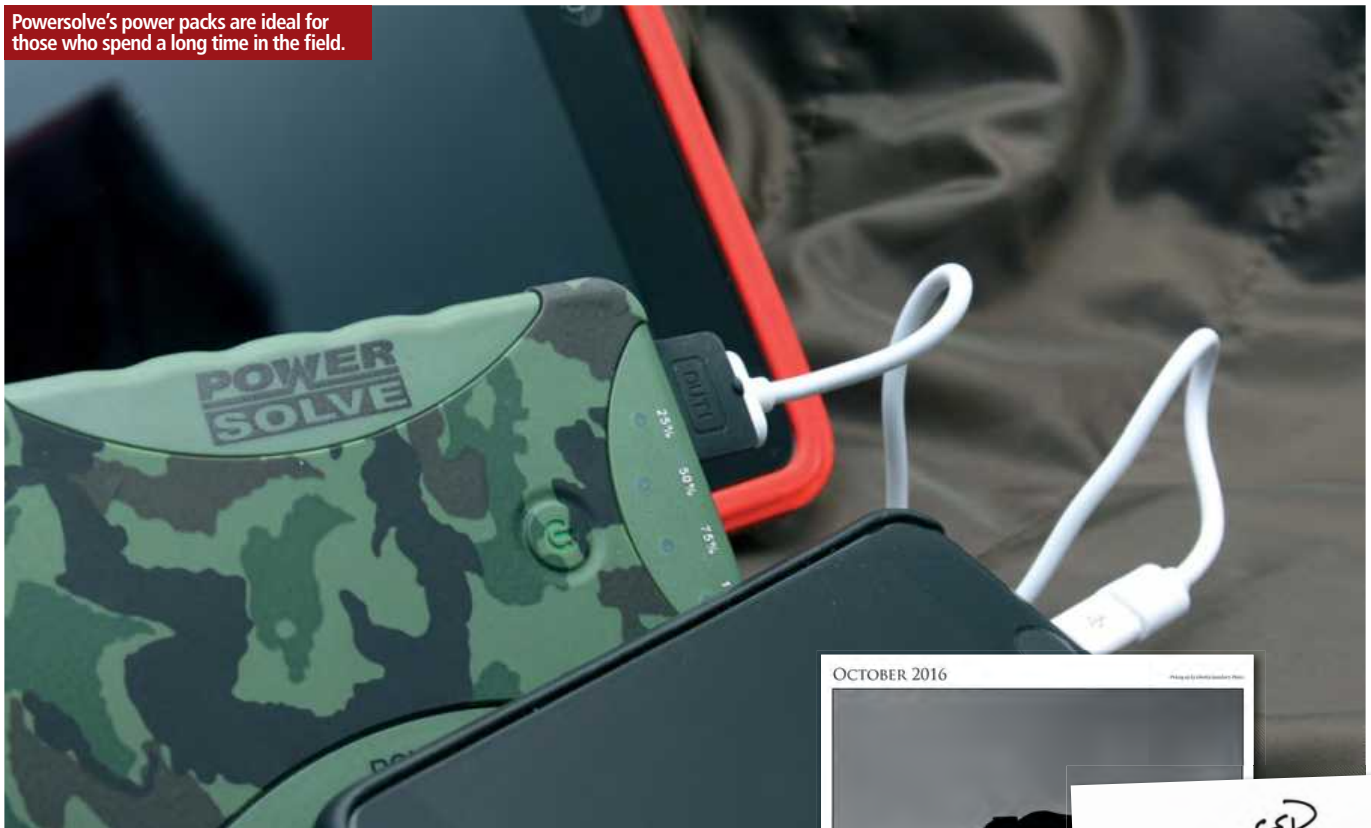
Try Napier's award-winning Gun Cleaner Lubricant, the cleaner of choice for the British Association for Shooting and Conservation and the Royal Berkshire Shooting School and Hoppe's No9 Synthetic (Edgar Brothers). This non-flammable, polymer-friendly and biodegradable cleaner is specifically designed for modern, high-performance firearms, so is completely safe for use on anodised aluminium, titanium, steel, chrome, nickel, plastic, polycarbonate and rubber. The synthetic blend has the same traditional Hoppe's No9 smell, which shooters have loved for decades.

John Rothery Wholesale has gun-cleaning kits that can either make superb stocking fillers or more major presents under the tree.



**For her: The John Field 'Katy' fleece.**

Powersolve's power packs are ideal for those who spend a long time in the field.



*“It is worth talking to key wholesalers because they will be stocking plenty that sportsmen, sportswomen and their families will appreciate.”*

Sportsmarketing has such an extensive catalogue it is worth a browse for everything, from targets to luggage to educational airgun videos.

### Stick at it

Anyone hinting about needing new shooting sticks will like the Viper Flex Quadpod (Hammond Country Sporting), which is incredibly stable, even with heavy rifles. For those who want a new bipod but have gone off traditional designs, the ultra-lightweight carbon-fibre Javelin Bipod from Spartan Precision Equipment weighs just 140g and clips to your gun with a simple magnetic attachment.

Those who like to practice their rifle skills regularly will love the reactive steel targets from WMS Firearms Training, which are used in training courses and for qualification shoots by most of the British Armed Forces sniper training centres, thanks to their robustness and longevity.

It is worth talking to the key

wholesalers because they will be stocking plenty that sportsmen, sportswomen and their families will appreciate.

Ruag, for example, can offer everything from pellet savers and thermos flasks to fleece jackets and even the lightweight Bergara seat.

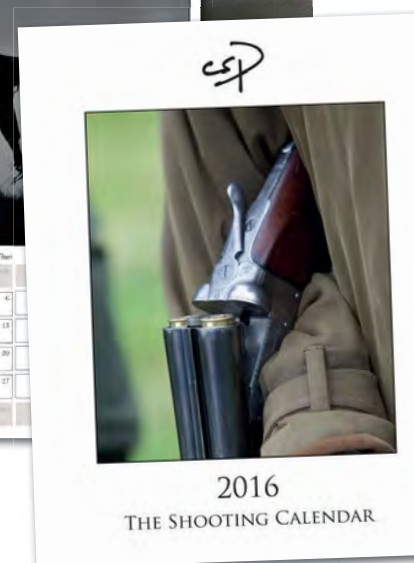
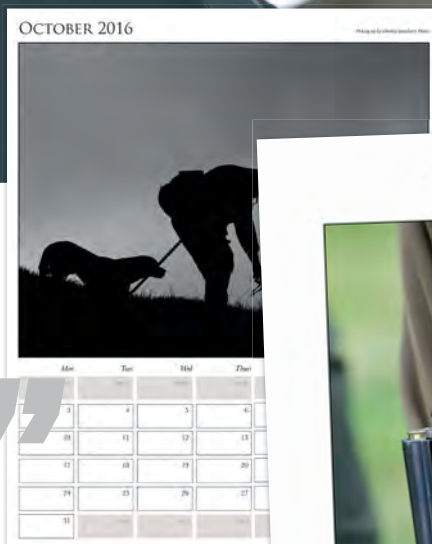
Range Right has everything from targets to speedloaders, dog-training accessories to seat sticks. Air Arms and BSA Guns have plenty of options too and are great brands to unwrap!

### Angling for success

On the fishing front, many distributors



COAST has some great counter-top displays for Christmas.



and big brands have their own torches, eyewear, bags and clothing, plus promotional items like flasks, hats and caps on offer.

Other interesting things to look out for would include RidgeMonkey's products – if your loved one is a carp angler who spends days away then they may appreciate a sandwich toaster for their stove, or how about a collapsible bucket, complete with free hand towel. Indispensable!

Primus is one of the biggest names in stoves and they are worth tracking down for on-the-bank comfort.

Another really useful addition to anyone's armoury if they are out and about for any length of time is a power pack to keep you fully charged up, whether you



Muck Boots' Fieldblazer (left) and a TMB cartridge display (right).



want to run lighting, sound or just keep your phone juiced up. Powersolve has a comprehensive selection of packs to choose from.

### A cut above

Knives always make great gifts at any time of year and are popular with anglers and shooters alike.

With suppliers like BA Blades and Casström you can find general outdoor knives as well as individual products with specific uses in mind, such as preparing fresh game to filleting knives for fly or sea anglers.

If they already own plenty of knives then sharpeners from names like Lansky and Work Sharp are worth a look.

### Stepping out

Boots are vital bits of kit and Muck Boots' Fieldblazer in Mossy Oak Break-Up camou have impressive support features, including shank reinforcement and added Achilles support. The wrap-around soles have large horizontal grip strips that hold in muddy conditions yet shed quickly and efficiently so as not to drop later in the day. The 5mm neoprene with Airmesh keeps you warm in cold conditions.

Arxus of Sweden, a relatively new name in the UK market that is run by hunters, has launched the Primo Air Nord featuring a clever inner lining designed to feed air to the feet and allow moisture to escape. Hammond Sporting, the UK distributor, is looking for retail partners nationwide.

Belgian technical clothing brand John Field has launched breathable, waterproof and durable gaiters made in laminated Cordura fabric for ultimate abrasion and tear resistance.

Seeland not only offers clothing such as the Crieff overtrousers or leggings but also more gift-oriented items such as a Woodcock suit for the youngsters or Lizard Realtree camou underwear for the outdoorsman who has everything!

Or how about an electric boot dryer – just the job for those damp, cold days – or take the easy transport option with a rucksack chair complete with backrest.

### Bagged up

Good bags and backpacks are

always useful and Ridgeline does a great range of camou packs, including the Gunslinga Hydro (Highland Outdoors), which makes carrying a rifle simple. John Field has also recently launched a range of practical, foldable, waterproof bags for shooters wanting to travel light. Made from durable nylon, the 'Nellie' bag is available in two sizes and two colours – Forest Green or Cognac – while its 'Mac' travel bag cleverly divides into two sections, one a discreet hard case for a shotgun and the other a soft bag for clothes. Both feature an integrated three-dial combination lock for security.

What could be smarter than a RidgeMonkey sandwich toaster?



### Be different

If you want something a little different, how about offering a hip flask, set of shot glasses (in a selection of designs to suit the fisherman or shot) or try TMB Designs for its distinctive cartridge displays and other giftware.

Peter Dobbs Design and Print Services can help you prepare for Christmas with leaflets, stationary packs, brochures and price lists, not to mention printed carrier bags, labels and promotional goods, or even gift vouchers.

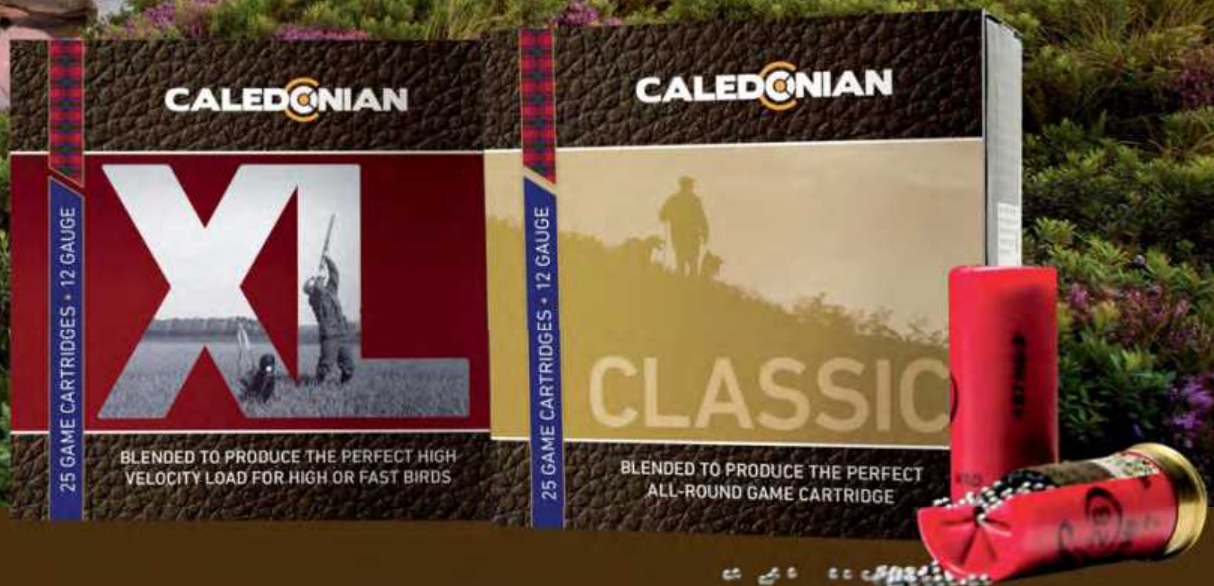
And if you really want to help your customers make the most of the festive season, talk to ActSmart or Omni Capital Retail Finance to see how retail finance can encourage more sales. **T&G**



Primus is a great name in outdoor cooking.



# New products and a new distributor blended to produce the perfect result



Caledonian cartridges are pleased to announce that they have a new exclusive UK Distributor - Trustach Shooting Supplies - who are ready with stock.

In addition, new loads have been added to the range to ensure continued success.

The pre-eminent XL range with the XL 28 and 30 gram now coming with a photodegradable and fibre wad, also available is the new 34 gram load.

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To find out more about the Caledonian range or to place an order, please contact Julian McHardy on +44 (0)1330 820444 at Trustach Works, Banchory, Kincardineshire AB31 4AY. Email: [julian@trustachshootingsupplies.com](mailto:julian@trustachshootingsupplies.com) or visit [www.trustachshootingsupplies.com](http://www.trustachshootingsupplies.com)





# Wychwood makes the connection with fly lines

Most fly anglers want casting distance, presentation and take detection. Wychwood has joined the dots with its Connect series of fly lines to offer just that.

**W**ychwood says its Connect series of fly lines are unique and offer everything that anglers have been demanding, including distance casting, fly presentation and the ability to spot the all-important take.

As a result, the modern angler now has a range of fly lines at their disposal that means their quarry has nowhere to hide.

These new lines are said to offer:

- A longer and heavier front taper, for tight loops when casting so that good distances are easily achieved
- A slick coating due to the additives used during production of these PVC lines, which also helps reduce line memory, offering ideal presentation in all fishing situations
- A core, made of a braided nylon, that offers the best of both worlds when it comes to 'feel'. Stiff enough to register those finicky, half-hearted tugs, but with sufficient 'give' to avoid

smash takes.

All Wychwood fly lines also feature welded loops at the 'business end', so once spooled you're ready to go! **T&G**



## Feather Down Floater

Ideal for those tricky situations where optimum stealth is required, made to ensure that you are able to deliver a fly with ease and supreme delicacy to spooky fish feeding on or near the surface of the water.

The presentation taper allows for pinpoint accuracy and the line's make-up, with a super-buoyant coating, means that it sits high on the water for fast lift-off and take detection. Great for rivers and stillwaters where delicate presentation is key.



## Ghost Intermediate

The ultimate fly line for most stillwater fishing techniques, and it's make-up and colour mean that it does not spook fish.

Like the Hoverer, this line makes fishing your flies on that level plane very easy to achieve. But by mixing up the retrieve rates you decide where in the water column your flies are presented for optimum control.

A superb all-rounder, this line has the ability to enhance your catch rate in all manner of stillwater situations.



### Rocket Floater

This line's bullet-shaped taper will let you load the rod super-fast, allowing you to get that fly out where you want it with the minimum of fuss or disturbance.

A combination of the line profile and the thin super-slick running line means that power casting is a breeze.

Ideal for fishing from a drifting boat, or on the bank where 'punching a line' into a headwind is required.



### Little Dipper

When the trout are not sure whether they want to be feeding on the top or just under, this versatile fly line lets you cover their moods.

For fishing with a team of nymphs or buzzers the sink-tip section is ideal. The additional weight of the tip allows you to 'anchor' the fly line, offering far better presentation and take detection, great whether from a boat or the bank.



### Big Dipper

Here's a fly line that can make all the difference on those days when the trout are loath to rise, yet are happy to cruise just sub-surface.

An 'in-between line' ideal for presenting your flies with maximum control in that critical zone of the top few feet of water, where most of the trout's feeding takes place.



### Hoverer

Since the advent of modern loch-style techniques a fly line that has the ability to fish and present your flies just under the surface of the water has been a must. The Hoverer has the ability to hold your flies in the zone for far longer due to its very slow sink rate.

For effective nymphing, and of course presenting lures just sub-surface, this fly line takes some beating.



### Mid-Zone

For maintaining a good fishable depth, whether you choose to fish with lures or the more imitative approach, this line will be key to your success.

The steady sink rate is an ideal choice for fishing teams of flies through the water column: use a fast retrieve for the surface layers and a slow, steady figure-of-eight for deeper work.

A great small stillwater sinking line for everything from nymphs to lures.



### Low-Zone

This can punch out even large, wind-resistant flies with ease.

For early season and winter bank work on reservoirs and small stillwaters this should be the go-to line for presenting lures. It can also do a good job when it comes to fishing buzzers. By placing a buoyant fly on the point you can cover a great deal of water in no time at all, and find that crucial taking depth.



### Deck-Zone

The Deck-Zone is for those occasions when the trout are hugging the lake bed and just won't budge. When you are in a hurry to get those flies down where it matters, you'll need it.

Lure fishing is its forte, with Boobies being one of the best fly choices, allowing you to get your flies right into the trout's faces.

For reservoir anglers and anyone who needs to access deep water.



### River Nymph

This features a very fine taper, which means it lands on the surface like thistledown. In low-water situations this line is a godsend, allowing you to get up close and personal with your quarry.

Whether you choose to target individual fish or you need to search the water 'blind', the River Nymph offers you the optimum in presentation and control.

The ultimate fly line for numerous river fishing applications, where delicacy and finesse are required.



# Bite detection

*just gets better*



Prologic is set to launch a whole new line of bite-detection products that have been tailor-made for the UK carp scene.

**T**he 2016 Prologic line-up involves a massive array of products such as alarms, bite indicators, rod pods, banksticks, buzz bars and so on.

Among the key new products are the Firestarter Pro Alarm, the Quasar Pod 'N' Goal Post Kit, plus the Black Fire range of buzz and banksticks.

## Firestarter Pro Alarm

These improved versions of the Firestarter alarm range boast a totally new internal circuit with very low battery consumption and improved waterproofing. All the most important features are available: tone, volume, sensitivity and night-light.

The alarms have seven tone and seven volume levels, five sensitivity levels, a night-light function, silent mode and output for illuminated bite indicators. They operate from one 9V battery.

The receiver has an ultra-bright LED, seven volume levels, silent mode, battery-saver circuitry, 100m range and also operates from a 9V battery.

**RRP:** £109.99 (3+1); £139.99 (4+1)







### Quasar Pod 'N' Goal Post Kit – Three Rods

The redefinition of a multi-functional rod pod from Prologic, this Pod 'N' Goal Post Kit takes the best from both worlds – rod pods and banksticks – and combines them.

This is a product that can be used in many ways, depending on your personal choice or the swim you are fishing, providing endless setup options in a compact and lightweight system.

It includes four 3K carbon telescopic banksticks of 30 to 55 centimetres, four of 12 to 20 centimetres, four black anodised-aluminium adaptors, two 3K carbon buzz bars, high-grade stainless-steel block and carry bag.

**RRP: £149.99**

### Black Fire Pod 'N' Goal Post Kit

A lighter, full aluminium version of the Quasar Pod 'N' Goal Post Kit, ideal for anglers looking for a multi-purpose solution offering great value for money. Banksticks and bars as above but in aluminium.

**RRP: £99.99**

### Black Fire Banksticks And Buzz Bars

Made of black, anodised, high-grade aluminium, the Black Fire range of banksticks and buzz bars offers every carp angler a stylish solution at a very competitive price. Available in a variety of sizes, they can suit any fishing situation and are extremely strong.



### Black Fire Classic Bankstick Telescopic

These ultra-light yet heavy-duty aluminium banksticks are strong and reliable at a very competitive price, offering the best value for money on the market. They extend from 20 to 34 centimetres and are painted black.

**RRP: £5.99**

### Black Fire Buzz And Sticks Kit

Prologic has put together its banksticks and buzz bars to create a perfect, lightweight and compact set, provided in an elegant hard carry case and available in two or three-rod versions.

The two-rod kit has two 15cm and 20cm buzz bars plus two 20cm to 35cm adjustable banksticks, while the three-rod version has 30cm and 35cm buzz bars plus four banksticks adjustable from 30 to 55 centimetres.

**RRP: £34.99 (two rod); £59.99 (three rod)**



### Black Fire Stage Stand

To complete the Black Fire family there is a useful and compact stage stand, supplied together with the fixing screw.

**RRP: £4.99**



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# Gunmaker plans for the future with apprentices

For the first time in more than 30 years, BSA Guns has employed apprentices at its Birmingham factory as part of its plans for the future. **T&G** found out more...

**T**he future of gunmaking in Birmingham is looking in better hands now that BSA Guns has taken on two apprentices with the aim of encouraging the engineers of tomorrow.

Lewis Gordon and Chelsea Burton have been given five-year contracts at the historic airgun maker, including a four-year course to learn their craft.

The pair, who only started in September, were introduced to the trade at the *T&G Show* in October and both are eager to learn all they can and make their mark at the company.

The first year will be spent full-time at the EEF Aston Technology Training Centre on technical courses, with the holidays spent at BSA's headquarters, while the second year is on a day-release basis.

EEF is an organisation that supports manufacturing and engineering in the UK, and the centre, in Aston, Birmingham, is a state-of-the-art facility offering high-quality training on a range of machinery and equipment.

## Seeking skills

The pair had to go through a rigorous selection process, which saw more than 270 applicants for what was actually only meant to be one post.



Lewis Gordon and Chelsea Burton are the future of BSA.

The candidates were whittled down from applications to a final 90 who underwent an assessment day, in a process that has taken almost a year to complete.

BSA Guns' operations manager, Simon Barron, explained: "The plan was to only take on one apprentice but we were very impressed with both Lewis and Chelsea and really felt they both deserved the opportunity."

"It is essentially a five-year partnership and is a mechanical-based apprenticeship. They will spend time in all of the different departments at BSA, from the engineering and design side to logistics and maybe even accounts, to give them a flavour

of every aspect of business.

"The last apprentices we took on were more than 30 years ago, so we see this as a real long-term investment in the future of engineering."

"We had been running a recruitment campaign looking for skilled people to help us bring back those traditional gunmaking skills that are important to both the company and to Birmingham."

"But, in the end, we opted for the apprenticeship option because it allows us to train up the right people for us."

This is especially important now that all BSA guns – with the exception of the Minelli stocks – are once again made

in the UK, either at the BSA factory itself or within a 10-mile radius of it.

## Exciting prospects

Both Lewis and Chelsea impressed the BSA team with their skills, knowledge and enthusiasm and they are really excited to have been given this opportunity.

Lewis told *T&G*: "It is something very different but really enjoyable. I admit I didn't really know much about the industry before I joined BSA but it seems like a strong one to be in."

"I am interested in every part of the process but eventually I would love to be in a position to work on the actual design of the guns; that would be brilliant."

Chelsea said: "When I left education I really wanted to do some form of engineering because I really enjoyed maths. This looked like such an interesting industry and something no-one else had done."

"Growing up in the area, I knew about BSA, so it is wonderful to have the chance to work here and learn at the same time." **T&G**

**BSA Guns UK**

**T:** 0121 772 8543

**E:** [sales@bsaguns.com](mailto:sales@bsaguns.com)

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## WALTHER MAXUS KIT

Info: Choose either finish as a complete kit – Kit includes a moderator and 3-9x40 scope with mounts (may vary).



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# SECRET SHOPPER

T&G's special agent identifies the best and worst of customer service...

## Waterfront Fishing & Shooting

Star  
SHOP



**Address:** The Wharf, Bude, Cornwall EX23 8LG  
**T:** 01288 359606  
**Date visited:** October 6th, 2015

### Verdict

A fabulous surprise shop this one, with a huge, bright, well-displayed range of gear sold by people who know their stuff. A great local amenity, one that every town would benefit from. Be warned – take plenty of money!

**91/100**

### First impressions? 8/10

A difficult shop to mark the outside, a huge sign on the car park wall points the way but you could easily miss it because it's tucked away past a coffee house garden. It looks great, if a little on the tiny side. Good parking right next door and a lovely waterside outlook.

### Step inside? 9/10

How wrong you would be to think this is a small shop. From the outside you'd be fooled because it is enormous inside, a real eye-opener. The age-old warning of judging books by their covers springs to mind.

### Stay clean? 9/10

A very clean and tidy shop that felt great. It had little natural light, so it needed to be dust free under the harsh but very welcome artificial lights. Clearly the owners recognised this and it was spotless on the day.

### Show it off? 9/10

Although I struggled to find the guns, the fishing tackle was really well displayed

with some nice point of sale, cabinets and horizontal rod racks. All of the gear was well looked after, clean and well labelled; it looked great under the lights.

### Help me? 9/10

I was approached by an assistant nearly straightaway, leaving me little time to look around in massive detail, although I managed to have a rummage about as other customers with more pressing needs came into the shop.

### Know your stuff? 10/10

I can only say yes to this. A faultless performance from an assistant who has clearly spent a number of years learning the tackle trade and its quirks.

### Pushy or pleasing? 9/10

Very pleasing indeed, with no pressure to buy before I was ready. Indeed, the assistant had such a good patter that I very nearly bought a £200 reel I didn't need. Phew, that was close! It's great to experience and be

on the receiving end of a good salesman's skill without ever feeling sold to.

### Do I need this? 10/10

Once again, pretty faultless. I was definitely in danger of getting a bit too familiar with its credit card payment machine. Saying that, I was led through each purchase decision and allowed to (or made to feel I could) make my own mind up.

### Family friendly? 9/10

A very easy shop to get in and out of, despite the TARDIS-like qualities. The outside could put people with mobility issues off and this would be a great pity because they'd miss out. A good range of products from starter gear, holiday specials right up to state-of-the-art specialist gear.

### What's happening and where? 9/10

The assistant that nearly helped me empty my wallet was equally well informed about local events, waters and venues, what was happening, what bait was catching and what I could expect to catch.

## Anglers Choice



**Address:** Cumberland Road, Middlesbrough, North Yorkshire TS5 6PW  
**T:** 01642 899288  
**Date visited:** October 14th, 2015

### Verdict

Deserves its place as one of the only tackle shops standing in a 10-mile radius. Certainly worth a visit as the local shop where you could meet other regulars and gain plenty of information.

**86/100**

### First impressions? 7/10

A nice big sign that you can see from a decent distance, even better parking right outside, if you can fit in between the owners' vehicles. Mind you, street parking is free and there's no hassle with double yellows. Big clean windows let you have a good look into the shop, which seems pretty good.

### Step inside? 8/10

A greeting as soon as I got through the door was a great start. I hardly had time for a mooch about but that's a small price to pay for some good old-fashioned service.

### Stay clean? 8/10

No problem here, all the products looked well cared for, even the stuff that had clearly been on the wall for a while, no dust or rubbish anywhere, so good marks.

### Show it off? 8/10

The displays were a bit above average, nothing that would set the world alight but decent and doing the job that was

needed. The labels were good, as was the ambient light from the big windows, a shop you could move about in, not at all bad.

### Help me? 10/10

The two guys running the shop were a very helpful pair who took their time to help me out in a friendly and warm way, couldn't ask for more.

### Know your stuff? 9/10

These guys had been around a few years and you could tell, they knew their stuff and weren't afraid to pass it on to customers who needed it.

### Pushy or pleasing? 9/10

Pleasing all the way. No hassle here, not forcing you into a sale that you didn't want or need, similarly not forcing you into a cross-brand sale either, so another great score.

### Do I need this? 9/10

It's not a shop packed to the rafters, so isn't a case of fighting through loads

of brands; I had the choice of what was offered and that was all very good stuff. What I saw was plenty of match, commercial and coarse fishing gear on offer, along with some good clothing. No pressure to buy was applied.

### Family friendly? 8/10

This is an easy to get in and out of shop and, in an area of mainly housing, would be a brilliant venue for younger anglers. Mobility-issue customers wouldn't encounter too much hassle, similarly those with small children and prams.

### What's happening and where? 10/10

Can't fault this, a shop with staff that know their stuff and are on hand for the local community, great. Plenty of local information.

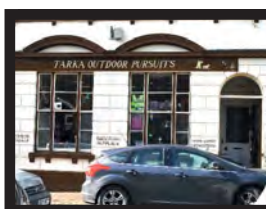


# WIN A Pair Of Muck Boots

Defining a standard of comfort and quality that goes beyond customers' expectations, Muck Boot distributor Belstane is pleased to support the highest-scoring retailer.



## Tarka Outdoor Pursuits



**Address:** 55 High Street, Great Torrington, Devon EX38 8HN  
**T:** 01805 625832  
**Date visited:** October 6th, 2015

### Verdict

An important local amenity for the necessary products for shooting. If you needed anything more specialised and 'in-depth' you'd need to visit elsewhere.

**84/100**

### First impressions? **8/10**

A very nice looking shop finished in a tasteful brown and white that looks exactly the same as the clone (that's closed) tucked away in a side street 200 yards away, so a little care needed not to miss it altogether. Once you've found it the parking is okay, plenty around, although the traffic wardens need to be minded.

### Step inside? **8/10**

Enough space, not enormous but high ceilings give it a nice feel. Not too crowded with gear, but enough to make it interesting. I was greeted pretty quickly by a friendly and helpful assistant, which was great.

### Stay clean? **8/10**

It was a clean shop, although not the tidiest I have been in. The gear and guns, air rifles, shotguns and accessories were all cleaned and polished and well looked after.

### Show it off? **8/10**

The displays were okay, although not tremendously noteworthy, but they did the

job, which is the main thing. The lighting was good and also the labelling, which was useful and clear. In fact, all of the stock, clothing, guns and tackle were clean and well cared for.

### Help me? **9/10**

A very helpful chap really looked after me, in a warm and friendly way, making sure I got what I wanted from the visit, both in terms of gear and information about local shoots and gun clubs.

### Know your stuff? **8/10**

This was a good mark despite the fact this shop was a bit of all things to all men. The shooting knowledge was great, but possibly not the in-depth level of some of the more gun-only establishments.

### Pushy or pleasing? **9/10**

There certainly appear to be fewer pushy sales people about these days. I wasn't forced, coerced or leaned on in any way. I was given all the information I needed to make an informed buying decision; you can't really ask for more.

### Do I need this? **9/10**

No pressure applied to buy products that I didn't want or were not necessary. The range of guns, air guns, rifles and accessories was adequate if not enormous, with some reasonable brands.

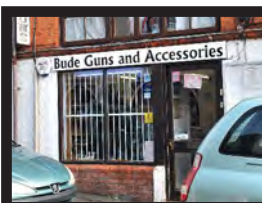
### Family friendly? **8/10**

With its big front door and easy access, although there were a couple of steps to get in, it was a simple enough job to get prams in. People with mobility issues may, however, find it a little awkward. A range of products to suit both learners and more proficient shooters.

### What's happening and where? **9/10**

A very helpful assistant was about as faultless as you could get when it came to the local knowledge of what went on where. Very helpful and all done with a winning smile

## Bude Guns and Accessories



**Address:** 5 Belle Vue Lane, Bude, Cornwall EX23 8BR  
**T:** 01288 352610  
**Date visited:** October 5th, 2015

### Verdict

Worth searching out, if not for the massive range of product, certainly for all the help, guidance and advice you'll get with no nonsense traditional good service.

**82/100**

### First impressions? **5/10**

A decent big sign over the frontage and another of an older vintage above it. Tucked away in a side street, you needed to know it was there. Not a massive shop with good security grilles in the decent sized window. Parking right outside and with plenty of on-street parking, this was a good start.

### Step inside? **7/10**

I was greeted as soon as I got through the vestibule into the main shop. Clean and bright enough, if a little on the small side, luckily I was one of the first in that day because it would become a crowded shop with three or four customers.

### Stay clean? **8/10**

It needed to be clean, it's a small shop that could easily look grubby if it weren't kept as clean as it is. All the guns were spotless and well looked after.

### Show it off? **8/10**

The displays were fairly basic, but there was enough light, the labels were good

and all the products, clothing and guns were clean and cared for.

### Help me? **10/10**

As you can expect from enthusiasts that run shops, this isn't a problem, and I wasn't disappointed here, a very helpful chap really looked after me, despite my fairly inane questions.

### Know your stuff? **10/10**

More great marks and for good reason, this chap knows his stuff, inside out and backwards.

### Pushy or pleasing? **9/10**

Very pleasing indeed, not being forced into anything that I didn't want or need, so more good marks here. I was walked through the products that I wanted to look at and helped through the whole process.

### Do I need this? **9/10**

Once again good marks gained here

because there was no pressure applied to buy what wasn't wanted. There was a reasonable range of prices and guns in a shop that was clearly a local amenity.

### Family friendly? **6/10**

Easy enough to get in and out of, this wasn't really a family oriented shop, much more for the gun user who knows what they want and need the shop to sell it.

### What's happening and where? **10/10**

Once again a pleasing mark for local knowledge and friendly help to ensure that I found what I needed, what was happening, where it was happening, when and how much it would cost.





# A great new way to sell fishing tackle

If you're an up-and-coming fishing-tackle supplier looking for an effective, stress-free and affordable route to market, your prayers have been answered. *TackleHound.com* is here to help you grow your business.

Imagine if there were a system where you could list your products on an online marketplace dedicated to anglers for a minimal annual fee and for low commission. Imagine if that marketplace was backed up by angling's biggest independent publisher with a plethora of print and online brands to market your products for free. Imagine if working with this quick and easy-to-use service could help boost your sales significantly alongside your other routes to market. Well you don't need to imagine any longer because *tacklehound.com* is here and it could become an integral part of your fishing-tackle business.

Built on a similar model to thriving online marketplaces such as Amazon, TackleHound is targeted specifically at anglers

and can offer you a marketing profile that you would simply not be able to achieve for the same money on your own.

Brands including Advanced Carp Fishing, Coarse Fishing Answers, Total Sea Fishing, Pole Fishing, Total Carp, Total FlyFisher, Match Fishing and LURE will be promoting brands and products listed on TackleHound through a huge audience in print and online. All you need to do is pay an annual fee of £200 and list the products you want to sell. When they're sold, TackleHound takes a small commission, you ship the products and then TackleHound sends you your money. It's that simple.

TackleHound's Dan Lauritzen explains: "*Tacklehound.com* will be more than just another tackle website. With the power of our

established brands – using both print and digital channels – we will actively drive customers to the site and push sales for you. Products and sellers on *tacklehound.com* will be carefully selected so that shoppers know the items featured will be well worth buying.

"Selling in *tacklehound.com* is by application only. This is to ensure that the products being sold are right for our audience and to protect our merchants from competition from too many similar items being offered."

If you'd like to be considered as a merchant, please visit *tacklehound.com/apply* and complete your details.

When your application has been reviewed, the team will contact you with your log-in details and invite you to become a merchant. **T&G**

**TACKLEHOUND.COM**

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- Reach over a quarter of a million anglers through free digital marketing.
- Reach thousands more through a series of seven fishing magazines.

# FISH REACTIVE



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Guides



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Featuring the new FR (Fish Reactive) Tip Technology allowing the angler to see the most sensitive of bites without compromising casting performance.

3 separate actions and casting weights to cover everything from clean ground to the real rough stuff and being available in Multiplier and Fixed spool versions, and offering parallel Japanese shrink wrapped butt sections fitted with a sliding, locking reel seat finished throughout with Pac Bay Minima guides and also featuring Japanese shrink wrapped sections on the spigot joints to aid in pack down. These rods punch well above their price tag as well as punching baits to the horizon!

FR Match Tip 13'8" 3.5-6oz 2pc

FR Match Plus 13'8" 4-7oz 2pc

FR Match Extreme 13'8" 5-8oz 2pc

from £149.99

  
**IMAX**

"MORE DISTANCE - LIGHTNING BITE INDICATION - NO COMPROMISE"



# The Ultimate test for everyone

Take some of the top shooting and clothing brands in the world, half a dozen journalists and a deserted Scottish island and you have the recipe for a true test of outdoor survival.



The journalists arrive for the tough test on the uninhabited island.

International PR and marketing agency Tweed Media has just wrapped up its 12th press trip – but this year's offering was delivered with a surprising twist.

"We felt that the current format for press trips needed shaking up a bit," explained managing director Simon K Barr.

"The tried-and-tested way of showcasing products to sporting journalists via a mix of classroom-based explanation by the manufacturer followed by using the products in the field will always have its place – it is an extremely effective way of explaining how highly technical products work.

"However, Tweed Media is always trying to push boundaries and think up innovative ways of keeping journalists engaged with our clients' products, which is why we came up with the Castaway concept."

## Castaway

In October, Tweed Media invited six prominent journalists from around the world to take part in a ground-breaking new press trip in partnership with J P Sauer & Sohn rifles, Leica Sport Optics, Hornady Ammunition and Ridgeline Clothing.

The guest list included Andrew McKean, the editor of *Outdoor Life* in America, Kate Gatacre, the editor of *Sporting Gun* in the UK, Florian Standke, the editor of *Unsere Jagd* in Germany, Spanish

freelancer Carlos Vignau, French freelancer Julien Gingembre and Swedish freelancer Jens Ulrik Høgh.

Along with two cameramen and manufacturer representatives, the trip began in unadulterated luxury on the Isle of Harris in the Outer Hebrides. The first night was spent in the five-star Borge Lodge, which boasts marbled wet rooms, deluxe bed linen, a private chef and housekeeper.

Simon explained: "We had been deliberately sketchy about the itinerary. The journalists had no idea what we had in store for them."

The next day, the group was taken to the private Isle of Taransay. The tiny, remote island has been uninhabited since 1974 and is the largest island in Scotland that lacks a permanent population. However, the 3,500-acre island does have a population of 180 red deer.

"The real twist to this press trip was that, once we were deposited onto the island – and the boat had left – we were marooned there for three days and two nights," said Simon.

"If we wanted to eat, then we had to hunt and put the rifles, optics, ammunition and clothing to the test. Hence the name of the event – Castaway.

"As we'd hoped, the journalists embraced the challenge and were super-excited to be involved."

Tweed Media had also brought along a survival expert, Conrad







All pictures courtesy of Tweed Media.



Sporting Gun editor Kate Gatacre prepares for the test ahead.

Allen from Trueways Survival, who has 21 years' experience, ranging from RAF Mountain Rescue to Psychological Operations in Sarajevo.

"We were in safe hands with Conrad, plus we had conducted a detailed health and safety assessment beforehand and had a stringent contingency plan in place," revealed Simon.

### A matter of survival

According to Simon, this new concept in press trips was designed to give the journalists something really interesting to write about – rather than the usual hunt report. This press trip provided each writer with really unusual content and extremely powerful photography.

Plus, from the manufacturers' point of view – they were pleased for their products to be associated with such an innovative experiment.

Simon continued: "The idea was to stretch the journalists and make them think. What if you had an accident when you were out hunting in the middle of nowhere – could you survive in the great outdoors until you were finally rescued?"

Once stranded on the island, the group had to set about finding drinking water, shelter and food.

Each journalist took it in turns to hunt the deer using a Sauer 404 rifle teamed with a Leica Magnus scope, Leica Geovid HD-B rangefinding binoculars, Hornady ammunition and wearing top-to-toe Ridgeline clothing and boots.





The participants are briefed on their challenging task.



Stalking the island's deer population was the best way to survive.

With the tail end of Hurricane Joachim set to hit the island, there was no time to waste. After combing the beaches, the team had enough driftwood to make a fire, some tarpaulin to make a basic shelter and an old biscuit tin to use as a makeshift saucepan.

"The deer were extremely skittish because they were pre-rut, which meant venison was off the menu, so we had to settle for a seaweed and limpet broth. By the evening we were all so hungry that it tasted utterly delicious," explained Conrad.

"The survival situation really pushed the hunters and tested their mettle out in the wilderness. Everyone really embraced the challenge and loved the novelty of the press trip. It was an emotional roller coaster but hugely rewarding and memorable."

### Aiming high

Day two brought beautiful sunshine after a grizzly night sleeping outside through gale-force winds. Thankfully the group stumbled upon a derelict fisherman's bothy, which provided some sort of shelter.

Steve explained: "It was really rundown and half the roof was missing but at least the thick stone walls acted as a windbreak. Plus there was a fireplace.

"That night the temperature dropped significantly, which meant the rut actually started on the final day. We hardly slept that night because roaring stags surrounded the bothy, which added real excitement. We could not wait for sunrise so that we could get out hunting."

At 6am, Julien Gingembre took a seven-point stag just 800 metres from the bothy with the entire group watching.

"When the deer dropped to his first shot everyone cheered with elation and ran towards Julien to congratulate him," explained Steve.

"The deer was butchered and cooked over driftwood on the beach. I have culled thousands of deer in my career but none have been quite so memorable."

### Put to the test

Not only did the group have the opportunity

to use each of the manufacturers' products in the field but they were able to take part in a once-in-a-lifetime trip.

"We bonded as a group and shared an extraordinary experience," added Simon. "Ultimately we want to generate editorial as a result of this trip and we have certainly armed each journalist with an incredible story to take home for their readers."

It seems feedback from each of the journalists was extremely positive.

Kate Gatacre commented: "I cannot express how brilliant this trip was. I really loved every minute – well, apart from a few hours during the rather sleepless night in the bothy. But even then I loved it."

Andrew McKean added: "One of the most rewarding media events of my career. Thanks to all the team at Tweed Media for giving us the opportunity to live a completely different type of hunting experience. Incredible – from beginning to end. Great adventures and a lot of emotions in the company of some fantastic professionals in a unique atmosphere." **T&G**



The triumphant team return to the mainland – complete with a trophy.



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# PRODUCTS IN FOCUS

What items should gun dealers have on their shelves right now?  
Here are a few suggestions from some of the key players in the trade.

## Pulsar

Argus LRF 4x60 Night-Vision Scope

RRP: £2,349.95

A Gen 2+ NV weapon scope and the world's first analogue device to boast an integrated laser rangefinder (LRF) with electronic reticle.

It offers up to 700m detection range, waterproof IPX7 protection, wireless remote control and a memory allowing you to save zero for three different weapons or distances.



**Thomas Jacks**

**T:** 01789 264100

**E:** [info@thomasjacks.co.uk](mailto:info@thomasjacks.co.uk)

**W:** [www.thomasjacks.co.uk](http://www.thomasjacks.co.uk)



## FX

Wildcat Air Rifle

RRP: £899

A fixed-reservoir, bullpup-type, precharged air rifle, available in .177, .22 and .25 calibre. It has a side lever cocking action and a simple rotating magazine. The stock, of semi-skeleton design, is finished with a soft-touch coating. The barrel is fully shrouded and silenced.

Thanks to a revolutionary new regulator, the standard .22 version can fire up to 300 consistent shots from one fill.

**ASI**

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**W:** [www.a-s-i.co.uk](http://www.a-s-i.co.uk)

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## WILDSNAP & WILDCAM

The WildSnap & WildCam cameras offer a wide range of different IR and LED flash and motion sensors as well as sensationally fast 'trigger times'. Our

WildCam series is additionally fitted with blur reduction technology to eliminate the image blur normally seen when photographing moving objects; reaction time is superb and results in sharp images and rich contrasts. Three pre-set programmes make the cameras ready for instant use or they can be programmed by the user for greater versatility.

The WildSnap and WildCam range are all splash resistant.

## SNAPSHOT MINI 5.0 IR

This compact, easy to use and inexpensive series of cameras offers all the essential functions for effective surveillance. Mini 5.0 is offered in a variety of housing colours to suit different uses; waterproof housing. Available in IR or Black IR LED's.

Key panel to choose and set from a variety of functions.

5.0 MP resolution.

## SNAPSHOT MULTI

High quality surveillance camera with 60 Black IR LEDs. The advantage of black IR LED's is that they do not give off a flash and avoid startling game. The Snapshot Multi 8.0i HD allows picture collection and remote control via Wi-Fi.

Metal security housings and different fixings are available for all cameras.

3 MP resolution  
(8 MP Interpolated)

## SNAPSHOT MOBIL IR

With the incorporated GSM module\* the SnapShot Mobil 5.1 sends images via MMS or GPRS as e-mails direct to you. Up to 4 mobile phone numbers or e-mail addresses can be registered so the pictures available can be transmitted to a number of people. Uses 60 black IR LED's.

Resolution 5.0 MP (12 MP Interpolated )  
MMS size 600 x 800 px.

\*Requires SIM Card



Game Camera  
Wildcam Black IR 42



Game Camera  
Wildsnap IR 12



SnapShot Mini  
5.0 IR Stealthcam



SnapShot Multi  
8.0i HD



SnapShot Mobil  
5.1 Black IR

All Cameras require batteries and SD memory card (not included) up to 32GB.



**Anschutz**

1416 Kit

RRP: £795

Designed for the hunter who needs the lot for his trip, this kit is centred on an Anschutz .22LR 1416 D G Classic 15in-barrel rimfire rifle.

It is then coupled with an Anschutz sound moderator and a choice of either a 6in to 9in or a 9in to 14in swivel bipod.

RUAG Ammotec UK

T: 01579 362319

W: [www.ruag.co.uk](http://www.ruag.co.uk)**Eley Hawk**

Zenith Copper Game Shot

RRP: Various

This premium level cartridge includes copper-plated lead shot in 12 gauge in true English 4, 5 and 6 shot sizes in an Eley green transparent case and is said to offer excellent patterning at range, using top performance PSD powder for consistency. Ideal for game shooting.



Eley Hawk

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E: [sales@eleyhawk ltd.com](mailto:sales@eleyhawk ltd.com)W: [www.eleyhawk ltd.com](http://www.eleyhawk ltd.com)**BSA**

Field Target System

RRP: £22

These knockdown targets in either crow or rabbit configurations boast a distinctive yellow and black design.

They come complete with an easy rope pullback system to reset them.



BSA Guns UK

T: 0121 772 8543

E: [sales@bsaguns.co.uk](mailto:sales@bsaguns.co.uk)W: [www.bsaguns.co.uk](http://www.bsaguns.co.uk)**Alan Paine**

Cambridge Ladies Waterproof Breeks

RRP: £84.99

With a lightweight, soft polyester moss suede waterproof and breathable outer, these include two side pockets and zip-secured back pockets.

Fully lined and with a buckle adjustable hem, these come in sizes 8 to 18 in oak and olive.



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## Percussion Clothing

Rambouillet Jacket

RRP: Call for details

The Rambouillet line combines high-performance fabric and functional details that make its garments remarkably effective and elegant. This features braids and pads in imitation suede, two handwarmer pockets, two large side pockets with two rows of integrated cartridge belts (cartridge and bullet), one zipped patch pocket, six inside pockets and a PVC-lined game bag detachable on three sides. There's a hood in the collar too.

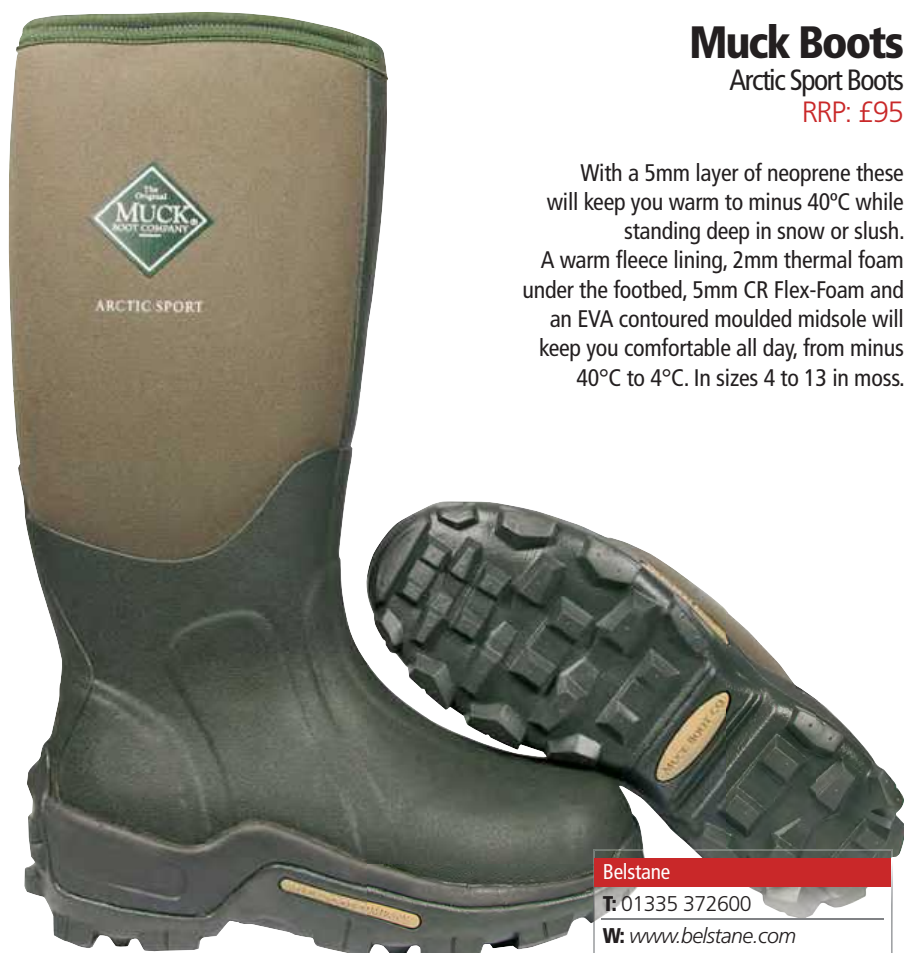


Treesco UK and Ireland

T: 0903 346 355

E: david.gauthier@treesco.com

W: www.percussion-europe.com



## Muck Boots

Arctic Sport Boots

RRP: £95

With a 5mm layer of neoprene these will keep you warm to minus 40°C while standing deep in snow or slush. A warm fleece lining, 2mm thermal foam under the footbed, 5mm CR Flex-Foam and an EVA contoured moulded midsole will keep you comfortable all day, from minus 40°C to 4°C. In sizes 4 to 13 in moss.

Belstane

T: 01335 372600

W: www.belstane.com

## Leica

Magnus 1-6.3X24 Riflescope

RRP: Call for details



This scope's outstanding field of view provides you with a critical overview when hunting and guarantees safe target identification.

The 6.3x zoom allows maximum flexibility and, thanks to the large exit pupil, you can identify your target quickly and safely. This is supported by a bright illuminated reticle and excellent light transmission. Hunters also benefit from its compact form and extremely robust construction.

Leica

W: www.leica-sportoptics.com

## Sportsmatch UK

TO78 Scope Mount

RRP: £57.95



This medium-height scope mount for Weaver/Picatinny rails and 30mm scopes follows considerable demand from shooters who want to keep their scope's objective lens closer to the barrel, allowing a more comfortable head position and improved longer-range shooting.

The new model is made from aircraft-specification materials.

Sportsmatch UK

T: 01525 381638

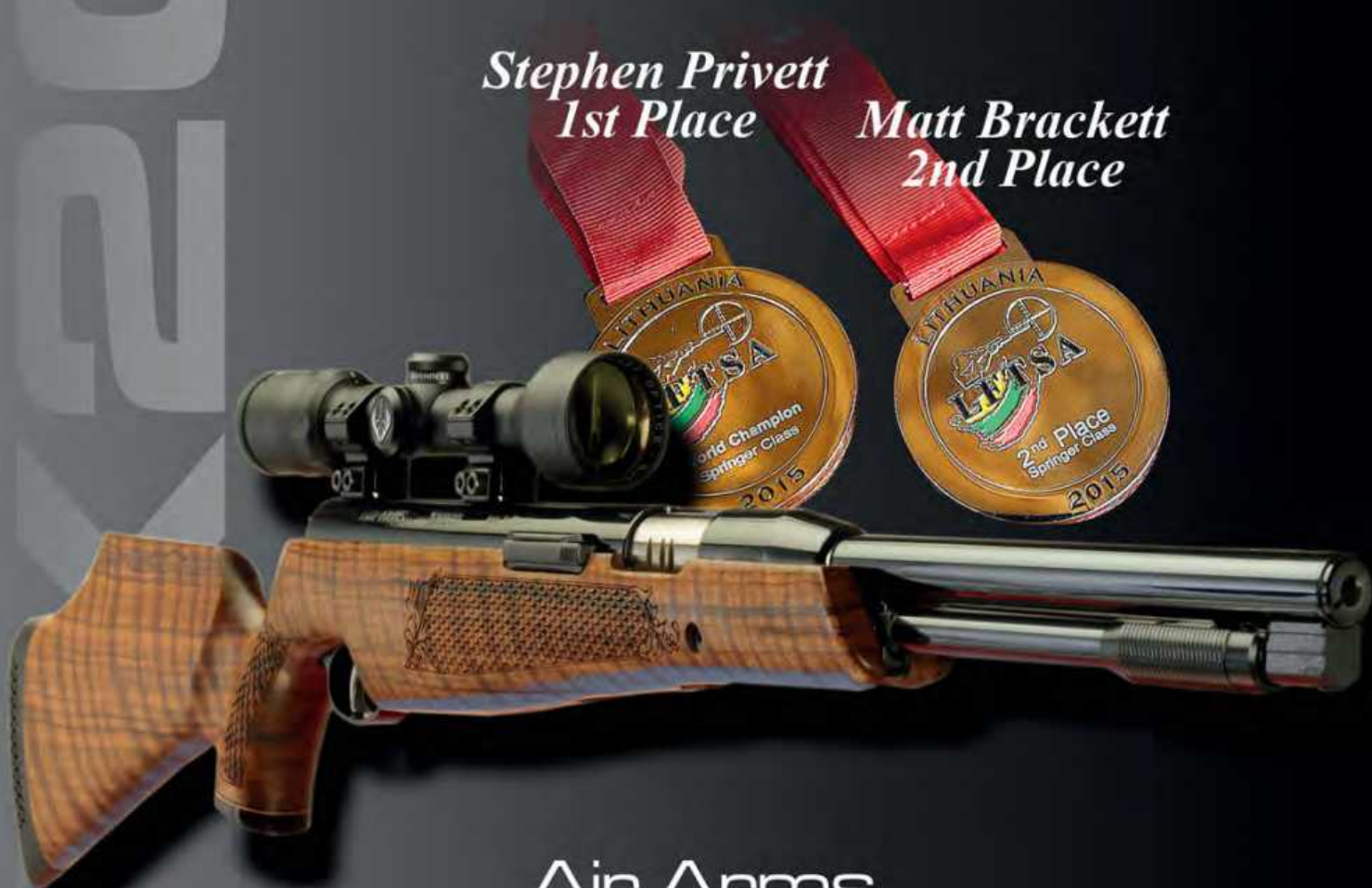
W: www.sportsmatch-uk.com

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Illustration is of a carbine model - scope not included. Medal images supplied courtesy of Audrius Turskas.



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# PRODUCTS IN FOCUS

Which items should tackle dealers have on their shelves right now?  
Here are a few suggestions from some of the key players in the trade.



## Team Vass Casual Soft-Shell Jacket RRP: £59.95

Offering a smart, casual look, ideal for social use or as a fishing team/club jacket.

The micro-fleece liner is bonded with a flexible outer shell material, which also offers slight stretch for comfort.

Additional team logos can be added. Available in small to 3XL.

Vass

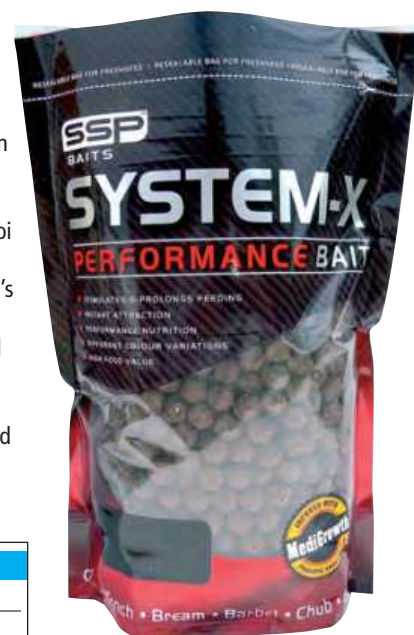
**T:** 01908 561560

**W:** [www.vass-tex.com](http://www.vass-tex.com)

## SSP Baits System-X Boilies RRP: Call for details

This range of shelf-life boilies is said to be the first bait to contain human nutrition technology and fish-friendly Medi-Growth, developed in conjunction with koi carp experts to aid prebiotic and probiotic bacteria within the fish's digestive system.

The boilies are a unique blend of 100 per cent high-protein ingredients to create a food source that triggers, activates and stimulates fish.



SSP Baits

**E:** [info@sspbaits.com](mailto:info@sspbaits.com)

**W:** [www.sspbait.com](http://www.sspbait.com)

## Sonik Tournos 6000 Reel RRP: Call for details

The Tournos reel range has been hugely successful so Sonik has added more to entice anglers.

The addition of a 6000-sized big-pit reel is designed to cater for the short-rod, short-session angler and comes in the brand's elegant black finish.

Sonik Sports

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#### Black Savage Dropshot

7'4" 223cm 2-12g - 2 piece  
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#### Black Savage Jerk

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## Savage Gear

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Savage Gear

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## Reuben Heaton

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RRP: £4.99 (single),  
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## Strike Indicator

**New Zealand Indicator-Making Set**  
RRP: £12.99

A full tool and parts/accessories set to allow anglers to make their own castable yarn indicators. It comes with enough parts to make dozens of indicators, with spares available too. Many anglers made their own such indicators in the past with items from outside the tackle trade and now they can buy it all in one set.



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## Sidewinder

**Silk Premium Braid**

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The Teflon coating on this braid is designed to make it slick to cast yet hard-wearing.

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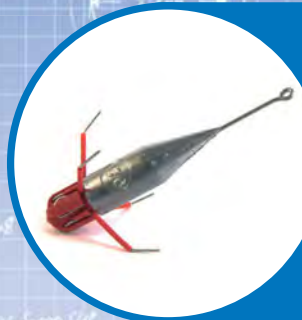
Containing over 35 product lines, this section of our product range has been a popular choice for existing Gemini Tackle stockists and anglers alike for over 25 years!



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Notable popular products amongst stockists include the Genie Link Clips, Genie Rig Clips, Splash Down Solo Bait Clips, Genie 80lb Mainline Swivels, Genie Crimps, Genie Power Beads, Genie Floating Beads.



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We also offer a range of general fishing accessories, including disgorgers, baiting needles, tip-tape and much more. The quality and innovation behind these products makes them a popular choice with anglers nationwide.



[www.gemini-tackle.co.uk](http://www.gemini-tackle.co.uk)

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### Tronixpro Neoprene Boots

RRP: £34.99

These boots are lightweight with a neoprene calf area for warmth in winter and to keep you cool in summer.

The soles offer a solid grip while their shorter length means they stow away nicely in your car.

With a bold Tronixpro logo, these are ideal to keep your feet dry when you don't need waders.

Tronixpro

T: 01903 732567

W: [www.tronixpro.com](http://www.tronixpro.com)

### Eagle Claw

TroKar TK230 Helix Drop Shot Hook

RRP: Call for details

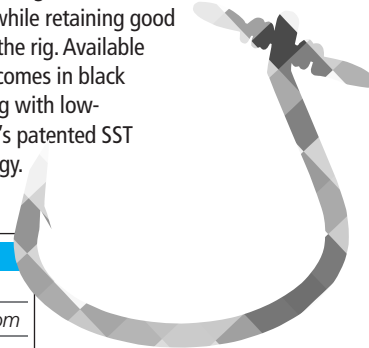
Specifically designed for drop-shotting, the purpose-made swivel system allows compound rigs to be assembled using wire and fluorocarbon, while retaining good presentation and flexibility of the rig. Available in sizes 4, 2 and 1, the TK230 comes in black chrome saltwater-grade plating with low-profile barb design and TroKar's patented SST Surgically Sharpened Technology.

Reuben Heaton

T: 01455 293000

E: [eagleclaw@reubenheaton.com](mailto:eagleclaw@reubenheaton.com)

W: [www.reubenheaton.com](http://www.reubenheaton.com)



### Dragon Vario Spoon

RRP: Call for details

A 'crank bait'-style lure for predator fishing, this comes in a range of colours, patterns and weights to suit all types of fishing setups and conditions. The Dragon Vario spoons come with very high-quality finishes and super-sharp treble hooks.

It's a hybrid between a classic spoon and crank-bait lure, so its internal chamber with air pocket and metal ball bearings allows for better suspension in the water and an additional rattle attraction.

UK Lures

T: 07512 109879

E: [uk.lures@gmail.com](mailto:uk.lures@gmail.com)



### MAP

TKS 2G Pole Range

RRP: Various

With eight new poles offering stiffness and power that cover a wide price range, these all feature weight-saving 'stealth' graphics modelled on the TKS 901. There's an extensive spares package across the range, with all top kits featuring built-in slotted side puller bushes. The poles are compatible with all TKS top kits ever made.

MAP

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W: [www.mapfishing.co.uk](http://www.mapfishing.co.uk)



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# Look out for the carp Cruzaders



Prologic's Crusade range is designed to be affordable tackle for the serious angler. The whole range comes in an olive-green design with black detailing.

**E**nrico Parmeggiani, Prologic's product manager, says that the range is jam-packed with thought-through details tested and quality-checked by UK Prologic consultant staff.

The Crusade range features a series of no-nonsense and high-performance products that are made out of tough and durable materials. It's a range that will satisfy both the entry-level carp fisherman and the most experienced fanatic out there. It features unhooking mats, bedchairs, chairs, luggage, bags, carryalls, alarm kits, throwing sticks and landing nets.

Some of the key products are as follows:





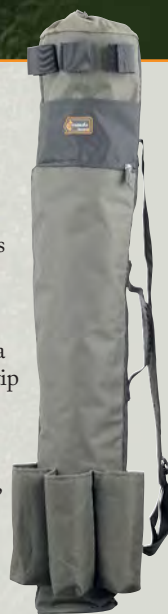


### Cruzade Rod Quiver

A naked rod-quiver system, strong and very practical, it can carry up to three rods, landing net, banksticks and your oval brolly thanks to the spacious main compartment. It comes complete with a set of three neoprene tip protectors.

Made of 400D RipStop fabric with a padded shoulder strap, these can take up to three rods.

**RRP:** From £34.99



### Cruzade Carryall Bag

A must-have for every carp angler, featuring a strong and padded shoulder strap, it can carry all the most important gear you need for any session. A waterproof bottom and four spacious outer pockets guarantee good protection and clean storage for any of your important equipment.

Made from 400D RipStop fabric, it has an adjustable and padded shoulder strap.

**RRP:** From £29.99



### Cruzade Hook Bait Bag

An all-time classic product, very popular among the carp anglers across Europe, compact and practical it is provided with four glug pots. Made from the same 400D RipStop fabric, with an HD zipper.

**RRP:** From £14.99

### Cruzade Landing Net

Strong and reliable, this landing net is made with a composite carbon 180cm handle and super-strong fibreglass net arms. It's a perfect solution for the angler looking for a good landing net on a budget.

With fish-friendly 42in mesh and an exclusive Prologic spread block in ABS.

**RRP:** From £24.99



### Cruzade Unhooking Mat

An all-time classic design with a twist! The unhooking mat features a well-

padded reception section made using a fish-friendly fabric, with another extra section of non-padded fabric all around that can be used as knee protection. Thanks to the full, heavy-duty zipper it can also be used as a weigh sling and to safely return the fish back to the water.

It boasts a 110cm x 125cm padded area, weighs 450g and when closed measures 45 x 30 x 12 centimetres. With full zipper closure and waterproof carry bag.

**RRP:** From £29.99



### Cruzade Bedchair

Light and compact, this bedchair with a flat-frame design provides great comfort at a very reasonable budget. Well padded with ultra-strong elastic, it features a waterproof and washable footrest and super-comfortable pillow. The six adjustable legs are all provided with mudfeet. It can be adjusted from 30 to 42 centimetres high, is 70 centimetres wide and 190 centimetres long and weighs in at 7kg.

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# Global clothing brand has it covered



John Field, the Belgian technical clothing brand, is starting to make a name for itself in the UK. We find out more about the company and its plans.



**J**ohn Field was first established in 1965 to provide riding clothing for the equestrian market. Owned by the Seyntex Group, the brand was relaunched and reinvented in 2011 under the ownership of Maureen Seynaeve, great granddaughter of Arthur Seynaeve, who founded Seyntex in 1908.

Today Seyntex employs some 130 people at its headquarters in Belgium where it has administration offices, warehouses, a fabric laboratory, a shooting range, warehouses and showrooms.

Manufacture of Seyntex products takes place at factories in eastern Europe and Asia, with all of the John Field range being manufactured in Romania.

The original Seyntex company was located in an area of Belgium renowned for the production of flax, the company's first product, and over time established a lucrative business making canvas for tents and for military trucks, going on to make garments for the military, police and firefighters.

In 1968 Seyntex bought John Field, a company founded by a Brussels-based businessman to make equestrian clothing.

## Personal approach

The interest in John Field was originally personal; Maureen's father and uncle were both professional showjumpers at an international level and wanted to create a range of technical riding clothing, which it went on to launch in 1970.

In the 1980s the company started producing the Aircoatflex

range of breathable, light and strong foul-weather clothing and, 10 years later, moved into the fishing, shooting and outdoor market with the focus on producing high-performance garments.

John Field is now in capable hands. Maureen, who started working for Seyntex in 2010 in the purchasing department, has not only learnt how the family business runs but also has a degree in business and a masters in fashion entrepreneurship.

Her final project during her masters in fashion entrepreneurship degree was to design and develop an eco-friendly countryside jacket.

"That was when I realised I really wanted to go into the country-clothing market and combine my countryside passion with my interest in textiles."





**“** Each product is designed for a specific purpose with materials being selected accordingly and eco-friendly materials used wherever possible. **”**

“In 2011 I relaunched John Field with the aim of fulfilling two specific requirements: to create highly technical garments and to retain the elegance of traditional field-sports clothing.”

### Quality and value

First and foremost the brand ethos is to offer high quality at value-for-money prices.

“The price/quality relationship is very important and the fact that our garments are also functional and comfortable makes them very appealing,” says Maureen.

“Furthermore, every product is tested by the family, which has a long history of involvement in shooting and field sports; for example, we were shooting in Scotland recently and were all wearing John Field products, which allows me to develop and adjust the designs to be extremely practical.”

Today the complete John Field range is designed by Maureen and manufactured using Seyntex's own technical fabrics. Each product is designed for a specific purpose

with materials being selected accordingly and eco-friendly materials used wherever possible.

Quality is key, with the focus combining performance, durability, comfort and inventive features with elegance and a stylish look.

Design inspiration comes from Maureen's own experiences in the field, with improvements being made to each product each time it is produced, based on customer and retailer feedback.

“Our best-selling raincoat, for example, is improved on year after year based on specific feedback, which is vital,” she explains.

“We also produce products based on demand; our sales team in France was often asked for a reversible shoulder cape so I designed one and it is now very popular. It does make me very happy when I go to a customer and say ‘Here is the product you asked for last year.’”

### The right choice

Key John Field products include a summer field shirt with a design drawn from a shirt produced for

the armed forces and designed to be worn under a bulletproof vest. The field shirt has a traditional check collar and sleeves with Thermacool fibres in the body for moisture management, an integrated recoil pad and an anti-mosquito treatment that lasts for 50 washes.

Alongside the range of waistcoats, jacket and trousers, all of which boast hi-tech and unique features, John Field also offers some more unusual garments: its reversible shoulder cap and hood is fully waterproof, lightweight and quick to put on, while its Gale rain skirt won the New Ladies Clothing Product 2014 at the prestigious Time Inc Shooting Industry Awards held in May.

The fashionably flared Gale Rain Skirt comes in a muted forest green colour and is lightweight, waterproof, windproof and breathable. Made out of recycled polyester TEX3 fabric, it is adjustable thanks to two stylish leather side buckles and elastic in the waistband, can be put on in a matter of seconds and is extremely stylish.

The whole collection is under continuous development, as Maureen explains: “The intention is to develop John Field into a country lifestyle brand so I am looking to move back into the equestrian market and to broaden the more general country products we offer.

“We also launched a technical jacket and trousers for children at the CLA Game Fair in the UK this summer to test the demand for children's products.”

### Pushing ahead

Currently John Field clothing is available in the UK, France, Benelux and the US, and there are

plans to sign up sales agents for new markets and move into new markets such as Germany, Austria, Switzerland, Italy and eastern Europe.

In the UK the brand is retailed by a number of premium distributors such as Bettws Hall, William Evans, House of Bruar and Beretta Gallery in London.

“I was fortunate to sign up these distributors at a very early stage,” says Maureen. “Now when we go to new retailers in the UK they can immediately see that we are serious business and that our products are extremely good.”

One of the unique aspects of John Field is that everything, from design through to delivery, is managed by the company itself.

“I do the first designs and we then manufacture samples, partly in Belgium and partly in Romania,” adds Maureen.

“Fabrics and production are all European, which is important to us; when I go to IWA, for example, people are very interested to know where the products are made and how the business works.

“Romania is also easy for me to get to, communication with our staff there is good and we have a very great working relationship.

“So the future is looking very positive for John Field as a brand, and on a personal level I'm excited about being able to produce new designs, enter new markets and deliver our range to more customers.” **T&G**



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Sean O'Driscoll

# Why was there not more interest?

I was staggered that there weren't more people coming forward to take over the running of the now defunct Country Land and Business Association (CLA) Game Fair. I know some think there are already too many people launching shows – but really?

Let us not forget this is an event that generates £4 million in income to the organiser and some £30 million to the local community. It beggars belief that some county council couldn't see the potential for its local economy. It just needed a councillor with a bit of vision.

It really could be the jewel in the crown if someone gets it right.

Top of the list for me should be Time Inc. – owners of the UK's leading country and shooting titles including Shooting Times, Sporting Gun, Shooting Gazette, Horse & Hound, Angler's Mail, The Field and Country Life. These are practically all what I would call 'tier one' consumer magazines – that is they are leaders within their respective fields.

If you own the media then you really should be able to put on a good event. Perhaps more importantly they are experienced within the exhibition industry and already run a number of high-



quality events.

The guys over at Archant – Airgun World, Air Gunner, Sporting Shooter and a number of country-lifestyle publications – should also have been all over this.

Whether either of the above chooses to now enter the race has to be doubtful because they have allowed others to take the initiative. For sure if they do they have a lot of ground to make up on the two frontrunners. The first of these is Westhill Business Management Limited, fronted by Wes Stanton and his team at Blaze Publishing, and launching the UK Game Fair. I would suggest at the moment it is working the hardest to win over the trade – certainly

from what I am seeing it is by far the most proactive.

Battling it out with Westhill is the National Game Fair, headed up by Hertfordshire-based James Gower, an events professional with over 30 years' experience. Mr Gower has run several high-profile shows including the National Boat Show and the Ideal Home Show and is confident of turning the Fair around.

He will be joined on the board by Jon Fellows and Andy Stevens, who between them own TRMG, a specialist event programme and show guide publisher that has published the official show guide for the CLA Game Fair since 2010.

It feels that one of its key 'selling points' is that it has enlisted a number of the staff that ran the CLA Game Fair. The trade will determine if this is an asset or a liability.

Bear in mind that I have not even mentioned the other show – Countryfile Live. Considering it was the first to launch it has hardly made a ripple and from what I can gather has had little or no contact with the shooting or fishing trades.

No doubt by the time you read this the whole saga may have moved on, and what I have written might be totally irrelevant by then!

TACKLE &amp; GUNS

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Agents and reps of both fishing and shooting – including clothing	94	Retailers of shooting equipment only	757
Wholesalers and manufacturers of both fishing and shooting – including clothing	102	Agents of shooting equipment only	42
Retailers of fishing equipment only	1,619	Wholesalers and manufacturers of shooting equipment only	307
Agents of fishing equipment only	187	Shooting grounds and clubs	290
Wholesalers and manufacturers of fishing equipment only	588	Press, public relations and others	326
		Firearm officers	55
		<b>Total circulation</b>	<b>5,343</b>



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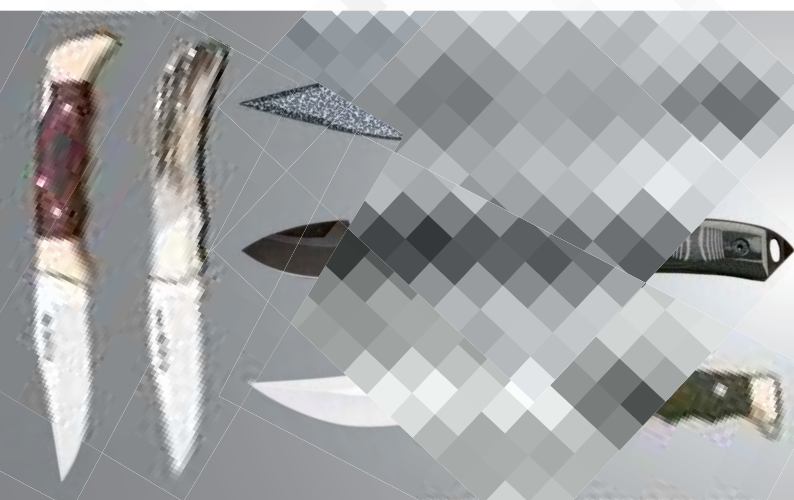
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